

PROPOSED BUDGET FOR NAEB HEADQUARTERS
1957 - 1958

<u>Summary (Detail attached)</u>	<u>1956-57</u>	<u>1957-58</u>
Salaries & Wages	\$28,971.00	\$29,738.85
Seminars, Travel, Research	13,000.00	13,000.00
Supplies & Expenses	5,550.00	5,550.00
Administrative Expense	2,540.00	2,414.15
TOTAL	<u>\$50,061.00</u>	<u>\$50,703.00</u>

<u>Income</u>		
From W.K. Kellogg Fdn.	\$46,221.00	\$46,863.00
Other Income (1)	3,840.00	3,840.00
TOTAL	<u>\$50,061.00</u>	<u>\$50,703.00</u>

- (1) The request to the W. K. Kellogg Foundation for a three-year grant (for the period July 1, 1956 to June 30, 1959), and the terms of the subsequent grant, stipulated that, of the total proposed annual budget for Headquarters (items of which were to remain firm over the three-year period, except for salaries), \$3,840 was to be obtained from income other than the grant (such as sale of publications, reimbursable services, etc.)

Salaries and Wages

	<u>1956-57</u>	<u>Proposed 1957-58</u>
Executive Director (1)	\$10,800.00	\$11,400.00
Associate Director	8,400.00	8,800.00
Secretary (2)	3,600.00	3,600.00
Clerk-Steno (2)	2,400.00	2,400.00
Labor, Misc.	1,000.00	1,000.00
Retirement (8.133% of salaries)	2,073.50	2,130.85
Workmen's Compensation (1.5% of salaries & wages)	<u>397.50</u>	<u>408.00</u>
TOTAL	\$28,971.00	\$29,738.85

- (1) Plus \$1,800 from School of Journalism and Communications
 (2) No increases indicated because of changes in personnel.
 (All salary items are at or below those listed (column 2,
 in letter to Dr. Maurice Seay of July 25, 1956.)

Seminars, Travel, Research

Seminars	\$ 3,000.00	\$ 3,000.00
Regional Meetings	1,500.00	1,500.00
Executive Com. & Directors Meetings	1,500.00	1,500.00
Office (r) Travel	3,500.00	3,500.00
NAEB Committees	1,500.00	1,500.00
Research	<u>2,000.00</u>	<u>2,000.00</u>
TOTAL	\$13,000.00	\$13,000.00

Supplies and Expenses

Mailing, Express, Freight	\$ 1,200.00	\$ 1,200.00
Office Supplies and Expenses	1,000.00	1,000.00
Periodicals, Books, Clipping Service	500.00	500.00
Telephone and Telegraph	500.00	500.00
Equipment (Incl. parts replacement)	350.00	350.00
Publications and Reports	<u>2,000.00</u>	<u>2,000.00</u>
TOTAL	\$ 5,500.00	\$ 5,500.00

January 5, 1957

Dr. Maurice F. Seay
The W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

Your "agent" hasn't forgotten desire to secure information on electrically-fired incinerators. Professor Julian R. Fellows, College of Engineering, just called to say he thought he had located source of information that would be helpful to you. In library he found pamphlet which said for further information write: "Calcinator Division, Bay City, Michigan", or "Detroit Edison, Detroit, Michigan". Bay City address isn't clear, division of what wasn't indicated. But Detroit Edison might supply you the dope you need.

The Small Homes Council had nothing on your barbecue pit.

With best regards,

Sincerely,

Frank E. Schooley

FES:cj

COPY

W. K. KELLOGG FOUNDATION

BATTLE CREEK, MICHIGAN

January 3, 1957

Mr. M. H. Kennedy, Editor
University of Illinois
Small Homes Council
Memford House
Urbana, Illinois

Dear Mr. Kennedy:

Thanks a lot for sending to me these Small Homes Council's circulars. They are indeed well prepared, full of information, and easily read. Mrs. Seay and I are enjoying reading them.

Sincerely,

Maurice F. Seay

MFS/rh

W. K. KELLOGG FOUNDATION

250 CHAMPION STREET

BATTLE CREEK, MICHIGAN

January 7, 1957

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

Seay

Mr. Frank E. Schooley, President
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Frank:

Thanks for continuing your services as an "information
getter." I have just written to Detroit Edison.

Sincerely,

M-

Maurice F. Seay

MFS/fh

*Skornia
Kellogg file*

HJS: Re salary increases for 1957-58

KELLOGG:

	<u>BUDGETED</u> <u>1956-57</u>	<u>INCUMBENT</u> <u>Receives</u>	<u>PROPOSED</u> <u>1957-58</u>
Executive Director (1)	\$10,800.00	\$10,800.00	\$11,400.00
Associate Director	8,400.00	8,400.00	8,800.00
Secretary (2)	3,600.00	3,600.00	3,600.00
Clerk-Steno (3)	2,400.00	2,400.00	2,400.00
Labor	1,000.00		1,000.00
Retirement	2,073.50		2,130.85
Workmen's Compensation	397.50		408.00
TOTAL	<u>\$28,971.00</u>		<u>\$29,738.85</u>

NETWORK:

Network Manager	\$ 4,500.00	\$ 4,500.00	\$ 4,800.00
Asst. Net Mgr. - Traffic (4)	3,600.00	3,300.00	3,600.00
Asst. Net Mgr. - Prod.	4,200.00	4,200.00	4,500.00
Duplicator Operator (5)	2,640.00	2,400.00	2,640.00
Labor (6)	3,566.00		3,484.00
Retirement	1,215.07		1,263.87
Workmen's Compensation	277.59		285.36
Contingencies	501.34		
TOTAL	<u>\$20,500.00</u>		<u>\$20,573.23</u>

1. Plus \$1,800 from the School of Journalism and Communications
2. Mrs. Bryner still occupies this job, technically, although chief responsibility has been shifted to Mrs. Gans (actually hired, technically as the Engineering Service Secretary). Because of shift of duties, Mrs. Bryner does not expect an increase.
3. Incumbent will be replaced July 1, at the starting rate, therefore no increase necessary.
4. New employee, as of February 4, will begin at \$3,300 and, if satisfactory, should be increased to \$3,600 as of July 1.
5. Incumbent receives only \$2,400 (although \$2,640 budgeted), and will be raised to \$2,640 as of July 1, thus causing increase for the individual but not an increase in the amount budgeted for the position.
6. Labor requirements less than last year because we no longer have to pay an outside engineer at an hourly rate to maintain the equipment.

Harold E. Hill
January 30, 1957

3-YEAR ANALYSIS OF HEADQUARTER SALARIES

	Maximum Allowable by Kellogg Grant	1956-57 Actual	1957-58 Proposed	1958-59 Tentative
Exec. Dir. (1)	\$11,730.00	\$10,800.00	\$11,400.00	\$11,730.00
Assoc. Dir.	9,000.00	8,400.00	8,800.00	9,000.00
Secretary	3,972.00	3,600.00	3,600.00	3,900.00
Clerk-Steno	2,784.00	2,400.00	2,400.00	2,700.00
Misc. Labor	1,000.00	1,000.00	1,000.00	500.00
Retirement	2,141.16	2,073.50	2,130.85	2,222.75 (3)
W.C.	427.29	397.50	408.00	417.45
TOTALS: (2)	\$31,054.45 (29,750.00)	\$28,971.00	\$29,738.85	\$30,470.20

1. Plus \$1,800 from School of Journalism and Communications.
2. The original request to Kellogg was based on a five-year grant and salaries were averaged for that period in order to permit the grant remaining the same in each of the five years. Based on anticipated turn over of personnel and contingent (in our calculations) upon Kellogg letting us apply any salaries monies remaining, at the end of each year, to the succeeding year, we indicated we could get along with \$29,750 each year rather than the actual \$31,054.45 average figure. However, Kellogg refused to let us apply year-end balances (except that balances not budgeted up to the \$29,750 annually-- could be used later) and used the average figures as a maximum they would not exceed. However, the above 3-year total is \$89,180.05, slightly less than the \$89,250 (3 x 29,750) allowable and this will work out, presuming they don't object to our cutting the labor item in half to achieve this.
3. Again due to average figures submitted, this amount is in excess of the maximum, but the Foundation should be agreeable to this slight increase in this particular item.

HEH:jg

February 18, 1957

Dr. Maurice F. Seay
Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Thanks for your letter of February 12. I've sent copies of it to Burton Paulu and Frank Schooley for a consultation by mail. If they suggest any questions to ask you, I'll pass them on. I believe there will be some salary changes, which have been forwarded to Frank Schooley for University consideration before forwarding to you. I will check with him later in the week, and you should hear from one of us on this.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek

cc: F. E. Schooley
Burton Paulu

February 17, 1957

Dr. Harry J. Skrzala
Executive Director
National Association of Educational
Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

During the month of March I will be traveling on Foundation business in several Latin American countries. Because I will be away from my office for about four weeks, I hope that you can, within the next two weeks, anticipate any questions which you would have wanted to bring to me in March. I will be in my office most of the time from now until March 5th except for one trip to Washington, D.C. and to Atlantic City from February 14th to 21st. At Atlantic City I will be staying at the Dennis Hotel.

Last August I wrote to most of the directors of our Foundation-supported projects suggesting that summary statements be included in the annual program reports. Since I am finding these summary statements of real aid when I prepare special reports to our Board of Trustees and since some of the directors have raised some questions about them, I would like to restate my suggestion in the following paragraph.

Because we desire flexibility for those who prepare annual program reports to the Foundation, we do not issue instructions with respect to their preparation. We prefer that you report to us as you think appropriate and adequate. I do, however, want to make one suggestion. Please conclude or begin your program report with a two- or three-page summary statement. We do not expect that your program report will include a large amount of quantitative data, but if you do have some quantitative data in the report, we would be glad if the summary statements gave some figures, such as the number of persons participating in your major projects. I would be glad also if your summary statement included the titles and the extent of your contracts and subcontracts with professional agencies and organizations and a list of accomplishments during the year ending the date of your report. These materials, of course, should be included in the body of your program reports.

U.S. GOVERNMENT
BUREAU OF RESEARCH
Page 20

Your annual financial report, certified by a responsible financial officer of your institution or agency, should, of course, be submitted in terms of the items of your project budget. It would be helpful to you if the report or a supplement to it indicated in one column the amount of the budget and in another column the amount actually spent.

I hope that you will keep this letter in mind when you next prepare your annual report.

Sincerely and with best wishes,

M—

MFB:jf

April 1, 1957

Mr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

No foolin', Skornia and Schooley would be happy for an opportunity to visit with you at the Foundation at some convenient date after you clear your desk following the southern trek. I trust you had a profitable, as well as pleasant journey.

I'm sure you understand that we'll come up at your convenience, but if selected date doesn't fall upon one where I'll be tied up, it would be most helpful to me. Skornia is rather free during all of April. I'm both tied up and free. Mondays, Wednesday, and Fridays turn out the best for me. We can leave here at noon and get into Battle Creek at 8:07 any evening, and return via the 2:14 the following day. I teach a class Tuesday and Thursday mornings, and I am committed on the following April dates: 2, 3, 7, 8, 10, 12, and 24.

We await your pleasure, sir.

Sincerely,

Frank E. Schooley

FES:nb

CC: Harry J. Skornia

IC via Farmer City(12:14) arrives CX, 12th St...2:30
NYC via LaSalle St station lvs 4:10 p.m; arrives Battle C 8:07
NYC lv Battle Creek, 2:14; ar LaSalle St 4:30 p.m.

May 6, 1957

Mr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Schooley and Skornia now plan to arrive
Battle Creek via NOR Flight 810 at approximately
5:55 p.m., Thursday, May 9. We'll be seeing you.

Sincerely,

Frank E. Schooley

FES:nb

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

RECEIVED
RADIO STATION
W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

April 3, 1957

PHONE WO 8-8118

APR 4 3 43 PM '57
WILL & MUC
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley
Nat'l. Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Frank:

How about shifting your visit to Battle Creek from April to May -- some time during the week of the 5th or the week of the 12th. My schedule for April is very tight and I notice that you really are plenty busy during this month yourself.

I do want to see you and Harry and I can promise you a better "spring reception" during those two weeks of May.

Sincerely and with best wishes,

M—

Maurice F. Seay

Done
MFS/fh

cc - Harry J. Skornia

Office of Radio-Television Education
The Ohio State University
May 6, 1957

PROPOSED SEMINAR ON RESEARCH IN EDUCATIONAL BROADCASTING

The Ohio State University is honored to invite the National Association of Educational Broadcasters to conduct a Seminar on Research in Educational Broadcasting at The Ohio State University in Columbus in early Fall, 1957. The University auspices would include the Graduate School, the Interdepartmental Committee on Research in Communications, the office of Radio-Television Education and the Division of Radio and Television Broadcasting.

Need for the Proposed Seminar

A Seminar dealing with research in educational broadcasting is critically needed both at the national and at the local level.

Nationally, an appraisal of the impact of educational broadcasting and its role in the total educational picture awaits development of a national research program which can be divided into significant parts to be undertaken as finances become available. To date the Educational Television and Radio Center has not undertaken such a research program in the press of establishing a film network service for the developing educational television stations. Such a program should embrace both television and radio and include, not only such additional aspects as closed circuit television, but also the educational broadcasting on commercial stations. The Seminar should certainly take a hard look at such a national research program.

The need is equally great at the local level. Educational radio stations have rather consistently neglected research in relation

to their programs or audiences. Occasionally special surveys have been undertaken at one station or another, but none has consistently maintained a continuing research program nor employed regular research services. Primarily this has been a reflection on the constant struggle for financial support and the tendency to put available time, attention and money into programs rather than into such "extraneous" functions as research or promotion.

With the establishment of educational television stations with their higher costs and dependence upon public support, more attention has been focussed upon research. While few have full-time research services, several have established research projects and carried on a variety of studies in relation to audience size and composition, program evaluation and educational needs. But these studies, in most cases, have depended upon the availability of special financing or of graduate students willing to make such studies as thesis or dissertation problems.

Research, then, in both educational radio and television stations tends to be a part-time activity of persons with other responsibilities. Such persons are not always able to keep up with the latest thinking in the field nor to avail themselves of newly developed techniques. Even when there is a full-time research worker there is need for exchange of ideas and techniques because the type of research most helpful to educational broadcasters is in the process of development so that wide experimentation and comparison is essential.

A seminar bringing together the research personnel from the various stations and providing stimulation and technical assistance from experts in a variety of related social research fields is an urgent requirement at this crucial time in the development of educational broadcasting. The television stations need reliable data on

audiences, needs and effectiveness as they develop this new educational tool. The radio stations, with their larger audiences, equally need guidance in their modified roles in a television age. And the influence of educational broadcasting upon the nation as a whole needs appraisal--a long time venture--the beginnings of which can be planned at this Seminar making use of the proposed resource persons.

General Features of the Seminar

It is proposed that the Seminar be held at the new Ohio Union, that meals be provided there as a part of the group experience and that housing accommodations for staff and participants be in Baker Hall, a modern dormitory adjacent to the Union.

If the workshop is to be held in Baker Hall, it cannot meet later than September 13 nor between August 16 and 24 because of conflict with other uses of these facilities. Plan A of the budget assumes this can be scheduled satisfactorily.

Other dates later in the fall would make necessary the choice of Plan B, the use of Lincoln Lodge, a new hotel-motel, owned by the Ohio Farm Bureau, just west of Columbus. Its facilities are excellent and include a splendid swimming pool. Costs would be somewhat higher, however. This is taken into account in Plan B.

The suggested duration of the conference is ten days from, say, Wednesday, September 4 through Friday, September 13. This is on the assumption that the areas to be covered and the necessary depth of treatment preclude a "quickie" conference of only three or four days while the busy schedules of the conferees would make impossible any longer period.

It is assumed that the Seminar would involve a group of twenty-five participants from educational broadcast stations throughout the country. Staff would be of two types: those remaining through the Seminar and involved in the progressive development of the program, and short-term specialists, brought in for particular phases, for only a day or two.

The Ohio State University would develop the program cooperatively with the National Association of Educational Broadcasters and its Research Committee. It would be responsible for administering the Seminar and for furnishing a part of the leadership.

Objectives of the Proposed Seminar

It is proposed that the Seminar be planned to contribute to the following objectives:

1. To give a broad perspective to research efforts by presenting the social climate in the United States in which typical problems of broadcasting are fostered.
2. To delineate the varied areas of research appropriate to the educational radio or television station in its coverage area.
3. To delineate a series of significant problems of mutual concern to both commercial and educational broadcasters which might be cooperatively studied and financed.
4. To suggest ^{needed} ~~critical~~ communication research studies of nation-wide scope which require large-scale financing.
5. To familiarize participants with a wide range of available research techniques appropriate for study of broadcasting problems on both local and national scales.

Staff of the Workshop

To accomplish these objectives the following staff is suggested:

1. Seminar Director. In general charge of administration and program
2. Two Group Leaders. To conduct small-group discussions and guide small-group study projects
3. Two Full-time Resource Persons. To be available throughout conference to provide expert knowledge relating to statistical and methodological problems. Dr. G. D. Wiebe, as an example.
4. Ten Special Resource People. To provide special competencies in varied aspects of the Seminar Program. Professor David Riesman, (The Lonely Crowd); Prof. Wilbur Schramm (The Process and Effects of Mass Communication); Dr. Sydney Roslow (Director of Pulse, Inc.); Prof. Edgar Dale (Research in Readability, Motion Pictures, etc.); Prof. John Bennett (Research in Anthropology and Communication); Prof. Harold Lasswell (Social Science Research); Prof. Bernard Berelson (Research in the Behavioral Sciences); are examples
5. Stenographic Help. (Two)

Suggested Budget

	<u>Plan A</u>	<u>Plan B</u>
I. Board and Room for Participants & Staff		
Plan A. Dormitory Housing, Board and Meeting at Ohio Union		
1. Meeting Rooms \$10 per day for 10 days	\$ 100.00	
2. Meals. 32 persons @ \$5.50 per day, 10 days		1,760.00
3. Rooms		
20 in double rooms @ \$23.00 for 10 days		460.00
12 in single rooms @ \$39.00 for 10 days		<u>468.00</u>
		\$2,788.00

	<u>Plan A</u>	<u>Plan B</u>
Plan B. Utilizing Lincoln Lodge for Housing, Board and Meeting Rooms		
1. No charge for meeting rooms		
2. Meals. 32 persons @ \$6.50 per day 10 days		\$2,080.00
3. Rooms		
20 in double rooms @ \$55.00 for 10 days		1,100.00
12 in single rooms @ \$80.00 for 10 days		<u>960.00</u>
		\$4,140.00
II Staff		
1. Seminar Director	\$ 500.00	
2. Two Group Leaders @ \$200.00 each	400.00	
3. Two Full-time Resource Persons @ \$500.00 each	1,000.00	
4. Ten Special Resource People @ \$150.00 each	1,500.00	
5. Two Clerk-Typists Pre-Seminar, Seminar & Post Seminar	<u>450.00</u>	
	\$3,850.00	\$3,850.00
III Supplies and Equipment	200.00	200.00
IV Staff Travel		
10 persons @ \$100.00 each	1,000.00	1,000.00
V Participant Travel		
25 persons @ \$150.00 each	3,750.00	3,750.00
VI Contingency	<u>412.00</u>	<u>560.00</u>
Total Plan A	\$12,000.00	
Total Plan B		\$13,500.00

Norman Kellogg file

Organizations Active Nationally in Educational TV in the U.S.--with their roles, as mutually defined and recognized.

	NAEB	ETRC	JCET	NCCET	ACE-TV	AERT
Counsel - Legal	Yes*		Yes			
Counsel - Engineering	Yes*		Yes			
Counsel - Management	Yes*		Yes			
Consulting Teams	Yes					
Publications - Periodicals	Yes*					Yes*
Publications - General Info	Yes*	Yes	Yes	Yes	Yes	
Fellowships/Scholarships	Yes*					
Seminars/Workshops	Yes*		Yes		Yes	
Research	Yes*	Yes				
Placement Service	Yes*					
International Activities	Yes*	Yes				
Programs - Adult	Yes(R)	Yes				
Programs - Children Out-of-School	Yes(R)	Yes				
Programs - Children In-School	Yes(R)					
Programs Planned	Yes(R)	Yes*				
Programs Produced	Yes	Yes*				
Programs Used/Outlets	Yes*					
Programs Distributed	Yes(R)	Yes				
Fee Support	Yes	#				Yes
Membership	Yes					Yes
Field Services	Yes	Yes	Yes	Yes		

* Radio and television

Affiliated stations

(R) Radio

Code: ETRC=Educational Television and Radio Center; JCET=Joint Committee on Educational Television; NCCET=National Citizens Committee on Educational Television; ACE-TV=American Council on Education Television Committee; AERT=Association for Education by Radio and Television.

Note: Of those listed, it will be noted that only the NAEB, ETRC and AERT include both radio and TV in their concern.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

June 13, 1957

Dr. Maurice F. Sasy, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

Herewith our proposed regular budget for operation of the NAEB Headquarters for the fiscal year July 1, 1957 - June 30, 1958, as approved by the NAEB Board of Directors.

It will be noted that all figures are exactly as included in this year's budget except for salaries in which some adjustments are indicated. These are, however, consistent with our original proposal.

It is our understanding that any balance we have remaining at the end of this fiscal year will be deducted from the grant check you will issue upon receiving our final financial statement. This will be sent you as quickly as we can expedite the closing of accounts and the securing of final reports from the University's financial office, probably in early August. It is our understanding also that any funds not expended during the first two years may be available for expenditure, subject to prior budget approval of course, during the 1958-59 fiscal year.

I should like to say that we are nearly finished with the draft of our complete annual report to you, together with the brief summary report you request. I hope to be able to mail all this to you prior to my leaving for vacation, July 1.

If there are any questions that occur to you, or if additional information is needed, it will be a pleasure to provide it. If any of these questions occur during my absence, please do not hesitate to contact Associate Director Harold Hill who is fully conversant with all financial matters, and who will actually be preparing the budget and financial reports, with the University's financial officers.

I should like to refer to one item in the proposed budget, the first item (Seminars \$3,000.00) under SEMINARS, TRAVEL, RESEARCH. This item is allocated for a Research Seminar. However, since this sum is obviously inadequate to provide the type of Seminar needed, you will recall that Mr. Schooley and I left with you the outline and proposed budget for a Proposed Seminar on Research in Educational Broadcasting, which it is proposed to hold at the Ohio State University. If there is any further information you need before taking action on this special request for an additional grant (from which the \$3,000.00 mentioned above can be deducted if necessary), we should be very happy to provide it.

June 13, 1957

If this grant can not be made we would like to repeat the oral request already expressed to you by Frank Schooley for approval to use next year's (1958-59) allocated \$3,000.00 also to run, during the coming fiscal year, a more adequate Research Seminar than would be possible from the \$3,000.00 available in the 1957-58 budget, though obviously not as adequate to meet the national need as the one proposed in the outline given you.

Meanwhile, sincere thanks once again for your support and understanding, and warmest personal regards, in which Frank joins me.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
Enclosure

W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

June 19, 1957

Dr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

A copy of our letter to Frank Schooley is enclosed. You will note from this letter that we are not able to approve the special projects which were discussed when you and Frank visited us.

I am, therefore, approving your request to include in your 1957-58 budget \$6,000 for seminars instead of the \$3,000 item as originally proposed. Thus, you will have in your 1957-58 budget, which I am now approving, a total of \$16,000 for seminars, travel and research, a total of \$54,394 for the entire budget, a payment from our Foundation of \$50,294, and other income to be secured by your organization of \$4,100.

Sincerely and with best wishes,

signed M_____

Maurice F. Seay

MFS/fh
cc - Mr. Frank Schooley

P.S. - This action whereby your 1957-58 payment from the Foundation is increased does not increase the total commitment of the Foundation to the NAEB.

Copied NAEB Headquarters 6/25/57 by dlc.

COPY

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

COPY

June 25, 1957

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I take pleasure in transmitting herewith our Annual Report for the period July 1, 1956-June 30, 1957.

We who assembled the materials for this report hope you share our pleasure in the accomplishments of the past year. We believe it has been our best to date.

If there are any questions it raises, please call upon us for any clarification needed. Meanwhile, please accept once again the most sincere thanks of the NAEB for the generous support of the W. K. Kellogg Foundation during the past six years.

Sincerely yours,

Harry J. Spornia
Harry J. Spornia
Executive Director

HJS/dfc

P. S. This will acknowledge with thanks also your letter of June 19, which indicates that you were unable to approve a special grant for a research seminar during the coming year, but approving use of \$3,000.00 Seminar allocation from the 1958-59 budget in advance which, added to the \$3,000.00 approved for seminars in this year's budget, provides \$6,000.00 for this seminar, without increasing the total commitment of the W. K. Kellogg Foundation to the NAEB.

HEH
note of return
Noted Hest

W. K. KELLOGG FOUNDATION

250 CHAMPION STREET

BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

June 19, 1957

PHONE WO 8-8118

RECEIVED
NAEB HEADQUARTERS

JUN 21 1957
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM
1

Dr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

A copy of our letter to Frank Schooley is enclosed. You will note from this letter that we are not able to approve the special projects which were discussed when you and Frank visited us.

I am, therefore, approving your request to include in your 1957-58 budget \$6,000 for seminars instead of the \$3,000 item as originally proposed. Thus, you will have in your 1957-58 budget, which I am now approving, a total of \$16,000 for seminars, travel and research, a total of \$54,394 for the entire budget, a payment from our Foundation of \$50,294, and other income to be secured by your organization of \$4,100.

Sincerely and with best wishes,

M.

Maurice F. Seay

MFS/fh
cc - Mr. Frank Schooley

P.S. - This action whereby your 1957-58 payment from the Foundation is increased does not increase the total commitment of the Foundation to the NAEB.

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

June 19, 1957

Mr. Frank E. Schooley
Associate Professor of Journalism
and Communications
University of Illinois
Gregory Hall
Urbana, Illinois

Dear Frank:

When you and Harry Skornia visited with us in May you discussed three proposals:

1. A proposal for a study to develop and evaluate an in-school educational television program.
2. A proposal for a seminar on research in educational broadcasting.
3. A proposal for a project on the development of reading readiness through specially designed television programs.

We have given careful consideration to these three proposals and this consideration has been made in relationship to our resources and commitments. Our decision is that we do not wish at this time to expand our interest in the communication field. Thus, although the projects which you describe seem very important to us, we can not give them favorable consideration for financial support.

Because of the special importance of the proposed seminar on research in educational broadcasting, we are approving the request from NAEB for a revision in its 1957-58 and 1958-59 budgets. These revisions provide \$6,000 for seminars in the 1957-58 budget instead of \$3,000, and nothing for seminars in the 1958-59 budget instead of \$3,000. This action does not increase our total commitment to NAEB.

I hope all goes well with you and yours and that you are having an enjoyable and profitable summer.

Sincerely,

MFS/fh

Maurice F. Seay

cc - Harry Skornia

August 6, 1957

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Herewith our final financial report for the past fiscal year. It was prepared immediately upon receipt of final accounting charge sheets from the University accounting office, and I hope meets your specifications and needs. If there are any questions, please call me, or in my absence Harold Hill, NAEB Associate Director.

It will be noted that we closed the year with a balance of \$5,607.75. It is our understanding that this sum will be subtracted from the forthcoming grant check for the current fiscal year, reducing the \$47,294.00 to \$41,686.25. However, since you approved use this year (1957-58) of next year's \$3,000.00 Seminar allotment, in order to enable us to use both this year's and next year's annually budgeted Seminar funds to hold a Research Seminar, I expect the \$41,686.25 will have this \$3,000.00 added to it, for check issuance in the amount of \$44,686.25. The above statement is intended for clarification only, for your assistance, since the dittoed statement includes no reference to these items.

May I register once again the grateful appreciation of the NAEB to the Kellogg Foundation for this support? And if either the attached or our program report, submitted July 1, require further elaboration, we stand ready to provide anything you may need.

Sincerely,

H. J. Skornia

Harry J. Skornia
Executive Director

HJS/dfc

Enclosure: (Copy) Trust: W. K. Kellogg Foundation Financial Statement for
Fiscal year 1956-57

CC: NAEB Board of Directors

NOTE TO THE BOARD: Only the Headquarters report, for which Kellogg now provides partial (though major) support, was sent Dr. Seay. However, the report of the Network as well is included in this mailing to you. If you have any reactions, it will be a pleasure to receive them. We all hope you have had, or are still having, a fine summer.

H.J.S. *H.*

**THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
NETWORK ACCOUNT
FINANCIAL STATEMENT
For Fiscal Year 1956 - 1957**

Balance, July 1, 1956 (per 1955-56 report)	\$20,411.49
Transferred to Reserve Fund (detail attached)	<u>20,411.49</u>
Balance	\$ 000.00
Receipts per attached report	<u>46,468.35</u>
	\$46,468.35
Transferred to Headquarters Account (1)	<u>3,840.00</u>
	\$42,628.35
Expenditures per attached report	<u>30,819.19</u>
Balance 1956-57 Account (2)	\$11,809.16

Recapitulation of Cash Balance in Trust: NAEB Account

Balance 1956-57 Account (from above)	\$11,809.16
Balance in Reserve Fund (detail attached)	<u>13,552.46</u>
	\$25,361.62
Less amount due from NAEB Treasurer for reimbursable expenses	<u>237.17</u>
Balance (Cash on deposit with University)	\$25,124.45

(1) The request to the W. K. Kellogg Foundation for a three-year grant (for the period July 1, 1956 to June 30, 1959), and the terms of the subsequent grant, stipulated that, of the total proposed annual budget, for Headquarters, \$3,840 was to be obtained from income other than the grant (such as sale of publications, reimbursable services, etc.). Since, under our agreement with the University of Illinois, such miscellaneous income must be credited to our Network account, this \$3,840 had first to accrue to the latter account and then be transferred to the Trust: Kellogg account.

(2) This amount will be transferred to the Reserve Account at the start of 1957-58 fiscal year, making a total in the Reserve Account of \$25,361.62, as of July 1, 1957.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 NETWORK ACCOUNT
 REPORT OF EXPENDITURES
 For Fiscal Year 1956-1957

SUMMARY

	<u>BUDGET</u>	<u>EXPENDITURES</u>	<u>BALANCE</u>
Salaries and Wages	\$20,500.00	\$18,305.59	\$2,194.41
Travel	500.00	144.85	355.15
Supplies and Expenses	11,150.00	10,484.61	665.39
Administrative Expense	1,614.29	1,884.14	* 269.85
Contingencies (general)	135.71	-	135.71
Total	\$33,900.00	\$30,819.19	\$3,080.81 (1)

SALARIES AND WAGES

Network Manager	\$ 4,500.00	\$ 4,500.00	\$ -
Asst. Net. Mgr. - Traffic	3,500.00	3,358.75	231.25
Asst. Net. Mgr. - Produc.	4,200.00	4,075.00	125.00
Duplicator Operator	2,640.00	2,605.36	34.64
Labor	3,566.00	2,859.14	706.86
Retirement	1,215.07	580.01	635.06
Workmen's Compensation	277.59	317.33	* 39.74
Contingencies	501.34	-	501.34
Total	\$20,500.00	\$18,305.59	\$2,194.41

(1) The difference between this balance and the one shown on the financial page (preceeding page) is due to the fact that actual income was \$8,728.35 more than the income anticipated for the year.

* Deduct-Deficit

SUPPLIES AND EXPENSES

	<u>BUDGET</u>	<u>EXPENDITURES</u>	<u>BALANCE</u>
Mailing, Express, Freight	\$ 4,000.00	\$ 3,955.56	\$ 44.44
Mailing Materials	500.00	447.19	52.81
Office Supplies & Expenses	600.00	509.49	90.51
Telephone and Telegraph	500.00	341.07	158.93
Recording Service	50.00	50.00	-
Recording Tape (Incl. boxes and reels)	4,500.00	4,071.97	428.03
Equipment (Incl. repairs and parts)	<u>1,000.00</u>	<u>1,109.33</u>	<u>* 109.33</u>
Total	\$11,150.00	\$10,484.61	\$ 665.39

INCOME

	<u>BUDGET</u>	<u>ACTUAL RECEIPTS</u>
Network Fees	\$33,900.00	\$36,348.50
Other Income (1)	<u>3,840.00</u>	<u>10,119.85</u>
Total	\$37,740.00	\$46,468.35

(1) Other Income

Sale of Publications	
Tapes Sold, Rented, Dubbed	
Reimbursable Services	
Miscellaneous	

<u>RECEIPTS</u>
\$ <u>1,176.75</u>
1,936.00
6,998.10
<u>7.00</u>
\$10,119.85

* Deduct-Deficit

RESERVE FUNDS(1)

BALANCE <u>7/1/56</u>	EXPENDITURES <u></u>	BALANCE <u></u>
\$20,411.49	\$6,859.03	\$13,552.46

(1) Represents balance remaining as of June 30, 1956. Expenditures represent those incurred during, or chargeable to, 1955-56, but not billed until the current year, plus unforeseen expenditures of an emergency nature. As noted on the first page of the report, the \$11,809.16 remaining in the 1956-57 Account will be transferred, as of July 1, 1957, to the Reserve Account making a total of \$25,361.62.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
FINANCIAL STATEMENT
For Fiscal Year, 1956-1957

Balance, July 1, 1956 (Per 1955-56 report)	\$ 000.00
Received from W. K. Kellogg Foundation	46,221.00
Other Income (trfd from Network Account) (1)	<u>3,840.00</u>
Total Receipts	\$ 50,061.00
 Expenditures (per attached report)	 <u>44,453.25</u>
Balance (cash on hand)	\$ 5,607.75

(1) The request to the W. K. Kellogg Foundation for a three-year grant (for the period July 1, 1956 to June 30, 1959), and the terms of the subsequent grant, stipulated that, of the total proposed annual budget for Headquarters, \$3,840 was to be obtained from income other than the grant (such as sale of publications, reimbursable services, etc.). Since, under our agreement with the University of Illinois, such miscellaneous income must be credited to our Network account, this \$3,840 had first to accrue to the latter account and then be transferred to the Trust: Kellogg account.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION

REPORT OF EXPENDITURES FOR THE FISCAL YEAR 1956--1957

SUMMARY

	<u>BUDGET</u>	<u>EXPENDITURES</u>	<u>BALANCE</u>
Salaries & Wages (1)	\$28,971.00	\$26,003.07	\$2,967.93
Seminars, Travel, Research	13,000.00	12,087.98	912.02
Supplies & Expenses	5,550.00	4,569.98	980.02
Administrative Expense (2)	2,540.00	1,792.22	747.78
Total	\$50,061.00	\$44,453.25	\$5,607.75

SALARIES AND WAGES

Executive Director	\$10,800.00	\$10,700.00	\$ 100.00
Associate Director	8,400.00	8,333.34	66.66
Secretary	3,600.00	2,266.55	1,333.45
Stenographer	2,700.00	1,770.43	929.57
Labor	1,000.00	765.60	234.40
Retirement (Employer's Contribution)	2,073.50	1,793.65	279.85
Workmen's Compensation	397.50	373.50	24.00
Total	\$28,971.00	\$26,003.07	\$2,967.93

(1) Employer's Contribution to Retirement Fund (8.133%) and Workmen's Compensation (1.5%) are included.

(2) The University of Illinois charges 5% of Expenditures each month (for the preceeding month) for housing, custodial services, billing and accounting services, purchasing services, etc. (The rather large balance remaining in this account is due to three factors: 1.) There obviously has been no charge for that balance remaining in the account at the end of the year; 2.) Because only the income from the Kellogg grant can actually be credited to this account as income, the \$3,840 transferred from the Network account was actually handled by the University as a deduction in expenses from the Kellogg account and an addition to the expenses chargeable to the Network account; thus, the 5% Administrative charge on this \$3,840 was actually charged to the Network account and credited to the Kellogg account; 3.) The expenditures in June, 1957 were considerably greater than those in June, 1956, and since the Administrative charge is always made on expenditures of the previous month, the charge actually is less than 5% of actual expenditures during the fiscal period July 1, 1956 - June 30, 1957, even though covering a twelve-month period.)

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION

REPORT OF EXPENDITURES FOR THE FISCAL YEAR 1956-1957

SEMINARS, TRAVEL, RESEARCH

	<u>BUDGET</u>	<u>EXPENDITURES</u>	<u>BALANCE</u>
Seminars	\$ 3,000.00	\$ 2,699.18	\$300.82
Regional Meetings	1,500.00	1,045.25	454.75
Executive Committee and Directors' Meetings	1,500.00	1,209.90	290.10
Office(r) Travel	3,500.00	3,349.54	150.46
NAEB Committees	1,500.00	2,045.71	*545.71
Research	2,000.00	1,738.40	261.60
Total	<u>\$13,000.00</u>	<u>\$12,087.98</u>	<u>\$912.02</u>

SUPPLIES AND EXPENSES

Mailing, Express, Freight	\$ 1,200.00	\$ 1,166.97	\$ 33.03
Office Supplies Expenses	1,000.00	991.67	8.33
Periodicals, Books, Clipping Service	500.00	275.05	224.95
Telephone and Telegraph	500.00	434.03	65.97
Equipment (including Parts Replacement)	350.00	104.21	245.79
Publications and Reports	2,000.00	1,598.05	401.95
Total	<u>\$ 5,550.00</u>	<u>\$ 4,569.98</u>	<u>\$980.02</u>

* Deduct-Deficit

July 30, 1957

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Many thanks for your consideration of the three proposals we left with you some weeks ago. Thanks, too, for your kindness in permitting revision to increase the amount available for a seminar during the 1957-58 year. We understand that this does not increase the total commitment.

Memories still linger of the pleasant visit in Battle Creek, especially the lovely home you have. The pleasure was increased immensely by the presence of your wife.

I trust you'll have a vacation sometime this summer. Hope to sneak off a few days in early August myself.

Sincerely,

Frank E. Schooley

FES:fmh
cc: Dr. Harry J. Skornia

W. K. KELLOGG FOUNDATION

250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

June 19, 1957

PHONE WO 8-8118

Mr. Frank E. Schooley
Associate Professor of Journalism
and Communications
University of Illinois
Gregory Hall
Urbana, Illinois

Dear Frank:

When you and Harry Skornia visited with us in May you discussed three proposals:

1. A proposal for a study to develop and evaluate an in-school educational television program.
2. A proposal for a seminar on research in educational broadcasting.
3. A proposal for a project on the development of reading readiness through specially designed television programs.

We have given careful consideration to these three proposals and this consideration has been made in relationship to our resources and commitments. Our decision is that we do not wish at this time to expand our interest in the communication field. Thus, although the projects which you describe seem very important to us, we can not give them favorable consideration for financial support.

Because of the special importance of the proposed seminar on research in educational broadcasting, we are approving the request from NAEB for a revision in its 1957-58 and 1958-59 budgets. These revisions provide \$6,000 for seminars in the 1957-58 budget instead of \$3,000, and nothing for seminars in the 1958-59 budget instead of \$3,000. This action does not increase our total commitment to NAEB.

I hope all goes well with you and yours and that you are having an enjoyable and profitable summer.

Sincerely,


Maurice F. Seay

MFS/fh
cc - Harry Skornia

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

June 19, 1957

Dr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

A copy of our letter to Frank Schooley is enclosed. You will note from this letter that we are not able to approve the special projects which were discussed when you and Frank visited us.

I am, therefore, approving your request to include in your 1957-58 budget \$6,000 for seminars instead of the \$3,000 item as originally proposed. Thus, you will have in your 1957-58 budget, which I am now approving, a total of \$16,000 for seminars, travel and research, a total of \$54,394 for the entire budget, a payment from our Foundation of \$50,294, and other income to be secured by your organization of \$4,100.

Sincerely and with best wishes,

Maurice F. Seay

MFS/rh
cc - Mr. Frank Schooley

P.S. - This action whereby your 1957-58 payment from the Foundation is increased does not increase the total commitment of the Foundation to the NAEB.

August 22, 1957

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

This will acknowledge, with sincere thanks from both the NAEB and the University of Illinois, receipt of the W. K. Kellogg Foundation grant check in the amount of \$44,686.00. This check has been forwarded to the proper fiscal officers of the University for administering, as in the past.

Please accept our most sincere appreciation for the support of your Foundation and the many fine educational efforts and accomplishments which it is making possible.

Sincerely,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS/dfc
CC: NAEB Board

W. K. KELLOGG FOUNDATION

250 CHAMPION STREET

BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

RECEIVED
NAEB HEADQUARTERS

August 19, 1957

AUG 20 1957

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Our Foundation's check for \$44,686 made payable to the University of Illinois is enclosed. This check is our payment for the second year of our new commitment made to your Association. Please acknowledge receipt of the check.

Your budget for 1957-58, which I have previously approved in my letter of June the 19th, totals \$50,294 and your cash balance at the end of the 1956-57 fiscal year was \$5,607.75. Subtracting the cash on hand from the total of your budget leaves \$44,686.25. In preparing the check we have omitted the 25¢ in order to simplify accounting procedures.

Your Annual Program Report for 1956-57 is very fine. And we do share with you and your colleagues the pleasure in the accomplishments of the past year.

Sincerely and with best wishes,



Maurice F. Seay

MFS/fh
enc.

*Draft
only
confidential*

Dear Graydon:

Herewith a brief report of my meeting yesterday, June 8, from 1:00 ~~px~~ to 3:20 p.m., with Bob Van Duyn.

(This meeting followed visits to St. Louis by Schooley and Skornia, for the opening of the In-School Writers' Seminar, which seemed off to a fine start with Stasheff, McCance, Girling, Stanley, and others, hostessed by Marguerite Fleming in gracious, well-planned fashion.)

The notes herewith are as written ~~at~~ directly after the conference, with slight changes and additions later.

I was wholly unprepared for the general direction the meeting with Bob Van Duyn took. After a pleasant lunch with him I began going over with him the(draft) general form in which the budget request will be submitted, indicated, with outline, the nature and contents of the report in preparation, which would accompany it and ~~we~~ went over the items (which had been worked out with Graydon in my trip to Tuscaloosa last week) for which to request supplementary funds (Publishing of Committee reports and other outstanding items to give Kellogg-financed items equal form and distribution with others; request for Washington ~~office~~ office; ~~the~~ Prestige Series on Americanism (suggested ~~and good project to propose~~ ~~as good project to propose~~ (by Van Duyn on phone to ~~at~~ Ausmus and me, when I was in Tuscaloosa) as good project to propose; the kinescope for TV (see Hill report following CNO meeting) training for national organizations; In-School Grant-in-Aid; and the others we discussed.

Generally Bob wasn't in a mood to consider or talk about specifics. His concern was about generalities:

1. What is (and is to be) the function of the NAEB?
2. How large is it to become (e.g.--wouldn't a Washington Office help create a too large superstructure which will topple because it's too much of a load for the NAEB (if Kellogg withdrew) to support?)
3. How is it to be financed, eventually?
4. Weren't our publications proposals the sort of thing NPAC could handle better?
5. Had we discussed such ~~xxxxxxxxxxxx~~ projects (and possible magazines, etc.) with them (and the association of educational journals) for combined projects?

I got the impression that a crossing of organizational lines (NAEB to get together with WPAC and others) and sharp definition (or redefinition: for example Kellogg wouldn't mind our eventually giving up the shipment and dubbing network (purely mechanical and manual) functions if it made sense) is in order before they will care to discuss specifics.

A few other general impressions: Kellogg doesn't care much for "supplemental" requests. Why do we each year send in (or feel we should?) for more funds? Kellogg is not very fond of "cafeteria-type" (i.e., listing numerous possible projects and requests) requests which they have to shop in and select from.

How about the ETRC? Did (or do) they ~~xxxx~~ prevent us from planning TV series and distribution? In virtually all such instances Bob said he didn't mean to be hard on me; ~~ix~~ that he knew I ~~xxxxxxx~~ wasn't to blame, etc., but I got the impression that we, and by name "the Board" "should get on the ball" before submitting further requests, in a vacuum, on a "cafeteria," year-to-year basis, and lay out a plan. We're apparently now where we were a year ago, etc.

etc. He seemed relatively sympathetic to my brief description of a professional society role, as an (or the) association of radio and TV ~~we~~ educational broadcasters, as I think we all understand it.

If we can take the initiative and get the FAE (and perhaps Ford (Mr. Peak), as the FAE may decide), Kellogg and the ETRC together, Kellogg would be pleased. Van Duyn's bosses don't feel they should take the initiative. He asked if other organizations (JCET, etc.) shouldn't be included. I felt not, (with the possible exception of NPAC, as an afterthought as this is written) at least for a first meeting. A little impatiently, when I mentioned the need to get together with the Board, etc., he asked why I didn't go ahead and call such a meeting. Thought that our drifting needs to cease. We've been talking about this sort of thing for a long time.

Following this, I had the impression we should send in only a request for renewal of present grants (with report). Later he ~~x~~ corrected this (probably my incorrect) impression by saying that, preferably on a very select basis, we could go ahead and add a supplementary request. Thought this should be in by July 1. But that really we needed a year to get basic directions and principles set. I'll include a couple of those listed (Publications, Americanization series at least) in any case, since I felt this would at least do no harm.

I am forthwith proceeding to go on with "definitions" I've started. I hope every Board member will also draw up his own version of "whether or what NAEB" without delay, since this seems a critical point and time, and since it's the sort of thing we've so far always been unable to do at meetings. This is no time to "let George do it." I'll also see what further common projects we can work out with the NPAC (I pointed out that their limitation to the agricultural area gave us some problems), particularly. Kellogg is in a com-

binning and "eliminate duplication" mood, too, I gathered. They dispose, and don't propose. ~~xxx~~ If we wonder what they'll do on supplemental requests (we're to) go ahead and they'll decide. This should be very selective, rather than a long list of project-requests. We need to propose (for magazine) in broader than NAEB-only terms:

Which projects, which we propose, can become "revolving funds" to support the NAEB without outside help:

1. of ~~network~~ network?
2. of headquarters?

In some cases, I felt it unfair to be thrown in and expected to develop joint (non-agricultural) projects with the NPAC, though I indicated our interest in closely working with them. What is needed from us is what we've not had time or funds to do:

1. Think, define, limit, clarify (~~xxx~~ which in certain ETRC and other areas is tough)
2. Consult with everyone else in the educational, broadcasting or publications business.

Our tendency (mine particularly I expect, with the pressure of daily details, requests, deadlines) has been preoccupation with items, details, "dreaming up requests", instead of setting base lines. I've never had more questions asked me that I couldn't answer, or had more ~~sharp~~ sharp (though generally just) complains against the "NAEB Way of Life" than were today put to me.

I don't know how many "brass tacks" had been hit with Bob before, but I certainly hit ~~them~~ them, and came away a wiser and soberer man. Can the NAEB correct the impression Kellog has that we're ready to pursue every proposal anyone drops in our hopper, instead of soberly defining what we're to do, within the limit of minimum resources we're ~~pretty~~ pretty sure to have?

Digressing a little, ~~xx~~ I recall that Bill Griffiths, in a recent Chicago ~~ka~~ Conference with us, also expressed concern over the same things. I think Griffiths and Van Duyn should hit it off well in common understanding with the NAEB, after we get the answers ready. Because both, being both smart and essentially good guys, ask hard questions.

I'd be glad--

1. to collect and integrate the definitions of the NAEB that come in and/or
2. then, arrange the meeting or whatever else you want me to do.

I think both must come as soon as possible.

And, as I look over the above, I get two impressions: I note that our annual report to Kellogg shows much more of what we've done than what we've thought (I mentioned that we are more doers and broadcasters than philosophers) or clarified in a broad communications way. And second, doing some of the things Bob himself suggests, unless carefully studied, (and perhaps rejected) may only reveal how we "go with every wind" or "will do anything for money."

~~*****~~

* * *

As I look back over the above (next day) before having it typed, a couple of other thoughts:

I personally would feel it desirable to accept for the NAEB a relatively modest position, as the association of educational broadcasting units in radio and TV in the U.S., rather than trying to wag, or claim to control (or for that matter really represent) the whole institutions. As Armand has pointed out higher authorities decide the various ~~jp~~ policy matters and we can only implement, in that sense. I believe eventually (unless the network can be made

adequately revenue-producing to force its maintenance as a source of ~~xxxx~~ revenue to support a national office, as large as the present or more modest if necessary) we should be an association of "operators", but not an operator ourself.

Does this mean we'll have to stop "trying to be God," as someone put it? Or that our direction is determined by which of 10 or 20 requests, presented in cafeteria fashion, a Foundation is willing to give funds for (making Foundations, rather than the NAEB, the determiners of NAEB policy and direction?)

Finally, I don't believe, if we can agree on a couple of such things, that the difference between ~~xx~~ having and not having such a statement is very great. Just a little push and clarifying and I think we could satisfy both Kellogg and the FAE.

Bob understood that I am not the policy officer or policy-setter. (In spite of a couple of evidences of impatience, as mentioned above, with the slow progress in policy questions, being made) I have now reported as clearly as possible the conversations we had, with Bob frankly apologetic for being so hard on us (represented by me at the moment).

I think an effort at a clear statement (or a revision of the Ames draft, as originally done or as later rewritten passed out at Columbus) is now due. I'm sending Bob a few items to help, but real evidence, in our report, that we have this year finally and really clarified our role, would make them happier than anythingx I can think of. By listing what we're actually doing we have a strong point of departure, I think.

I'll now proceed to preparation of ~~my~~ report, budget report as far as it comes ~~from us~~ from us, request for renewal of existing grants, and supplemental request.

I hope you are able to precipitate the other two needed items (statement of direction and meeting arrangement). Let me know what I'm to do.

Sincerely,

ANNUAL REPORT

OF THE

N A E B

JULY 1, 1956 - JUNE 30, 1957

TABLE OF CONTENTS

	<u>PAGE</u>
General Statement	1
Member Services	1
The NAEB Radio Network	2
Committee Activities	6
The Professional Advancement Committee	6
The Radio Network School Committee	6
The Program Grant-in-Aid Committee	7
The Permanent Financing Committee	7
The Membership Committee	8
The Foundations Committee	8
The Convention Committee	8
The Organizational Liaison Committee	8
The Public Relations Committee	9
The Utilization Committee	9
The Publications Study Committee	9
The Advisory Committee to the President of the ETRC	9
The Engineering Committee	10
The Research Committee	10
The TV Program Committee	10
Publications Issued During the 1956-57 Fiscal Year	10
Grants-in-Aid	12
Radio Program Grants-in-Aid	13
Workshop Grants-in-Aid	14
Research Grants-in-Aid	14
Seminars, Workshops and Conferences	14
The NAEB ETV Staging and Lighting Workshop	14
The NAEB ETV Program Planning Seminar	15
The NAEB Fourth Allerton Seminar in Radio Programming	15
Regional Conferences.	16
Meetings in the Planning Stage (and Summary of Workshops and Seminars held to date)	16
The NAEB Engineering Service.	17
Research	19
The NAEB Placement Service	20
Management Consultation Service	21
Other Consultation Services.	22
Activities and Recognition.	23
Organizational Relations	26
International Relations	37

	<u>PAGE</u>
Financial Support	38
Membership	39
Conclusion	40

Appendix A - Analysis of NAEB Membership

Appendix B - Analysis of Grants Made to the NAEB

Appendix C - National Organizations Primarily Concerned with
Educational Broadcasting, Showing the Roles of Each

Appendix D - NAEB Program Classification

Appendix E - International Activities of the NAEB (Highlights)

GENERAL STATEMENT

As we survey past annual reports and seek to establish perspective for the accomplishments of the NAEB during the past year, we are impressed by the increasing universality of the applicability to education of all that we do. The NAEB is as interested in radio as in television; as interested in elementary and in-school instruction as in adult education; as interested in research and educational philosophy as in broadcasting techniques; as interested in the good we can do members and other groups, as we are in the good of the NAEB as an association; as interested in individuals (educators, students and station staff members) as in stations and institutions.

Our recent merger with the Association for Education by Radio and Television has increased our interest in and emphasis on professional qualifications for educational broadcasters as educators. Recent demands for new television uses have increased the emphasis we have had to give to research, seminars, consultation and other services in this field. The renewal of interest in FM radio has made it imperative to increase the technical quality as well as the content and quantity of network offerings.

Increasing requests for help and consultation from broadcasting systems abroad, government and international agencies, and other professional associations of the U. S. during the past year have forced us into increased and increasing liaison with most of the important educational associations now in existence.

Above all, then, 1956-1957 has been a year of growth and diversification of efforts. Much consolidation must still be achieved in order to make certain that all recent advantages are used unselfishly and to the greater dignity, integrity and efficiency of American education and American broadcasting.

MEMBER SERVICES

An Association like the NAEB, which is primarily a member-service based organization, must always be vigilant against activities and associations which might lead it too far afield, or cause it to neglect service to its members. At the same time an organization without the cooperation and respect of other associations would be of little service to its members, and would have few resources with which to enrich and stimulate membership thinking.

Therefore, in spite of the accomplishments listed below under ACTIVITIES AND RECOGNITION and ORGANIZATIONAL RELATIONS, by far the greater part of the energy and time of the NAEB and its staff and officers is devoted to member services.

In most cases these are of the informal type, which are difficult to compile: letters, frequently marked "personal" which simply request advice or guidance; or emergency phone calls, telegrams or special delivery letters requesting data needed by NAEB representatives and members for their administrations, board meetings, or speeches or articles. These are the most reassuring type, for they reflect confidence, on the part of the membership, in "their own" association, which they know will always make every effort to give them, or arrange to secure for them the help, data or materials they need.

Many such requests are of a specific or technical nature. Some have to be referred to specialists, as in the case of legal, technical, union, copyright or talent rights problems. Some require us to conduct and tabulate studies or questionnaires. Some can be referred to other organizations, represented on our Organizational Liaison Committee; to the JCET, ETRC or the American Council on Education's Television Committee; or to other organizations listed under ORGANIZATIONAL RELATIONS. A large number are referred to appropriate NAEB committees, the Executive Committee or Board, or the various consultants or legal counsel we have available.

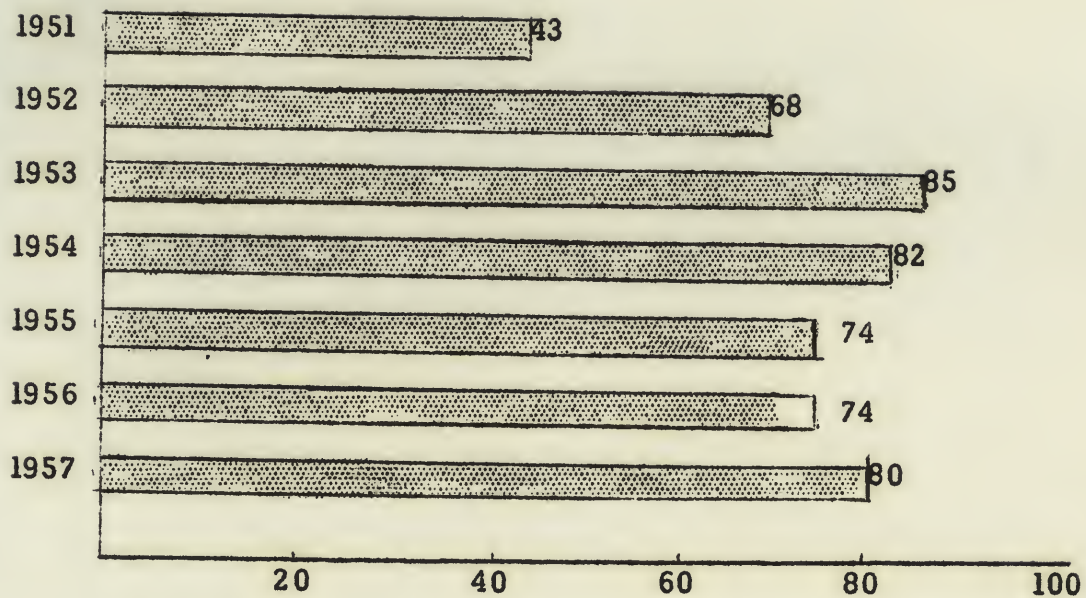
Many requests and inquiries appear frequently enough to make possible the development of "form" replies, in which specified materials on file can be sent promptly both to members and in answer to inquiries from students or the thousands of other people who write us each year.

Those services which are most in demand become the regular services of the NAEB--a steady flow of publications, seminars, workshops and other needed activities and forms of assistance in technical, legal, production, programming, promotional, research, placement, management, copyright and clearance, utilization and other fields. Some of the outstanding of these Member Services are listed below.

THE NAEB RADIO NETWORK

One of the important factors contributing to this year of progress is an encouraging increase in network membership. After holding steady at 74 for two years, membership grew to 80 this year, and there is every indication that it will continue to rise in the year ahead. Plans for next year include an intensive promotion campaign designed to enlist the membership of all NAEB member-owned radio stations and, eventually, all noncommercial, educational radio stations in the country.

In order to gain a perspective on network membership, the membership figures for each year of its operation are presented herewith:



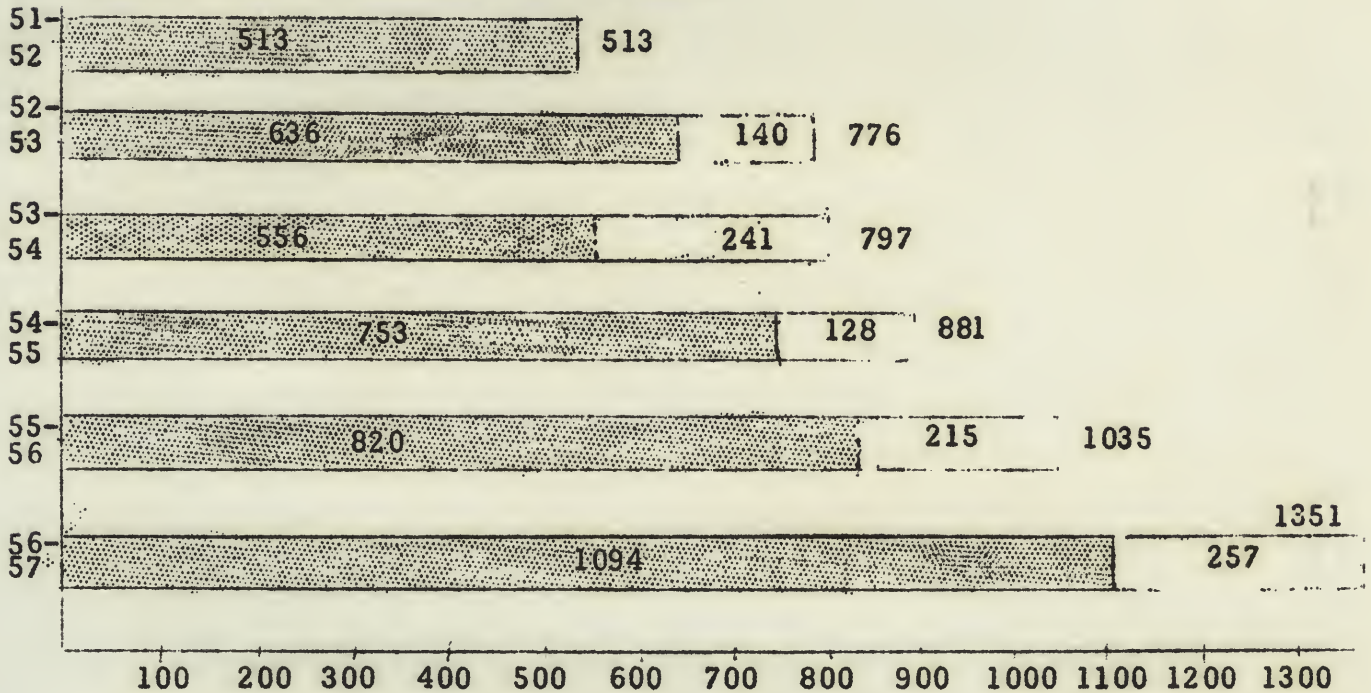
From these figures it appears that the network has passed the membership crisis brought about by increased assessment fees during the 1953-1955 period. The ability of more stations to meet network costs plus the increased awareness of and interest in the network by these stations (as reflected in the membership rise) is cause for optimism regarding the network's future.

The addition of a full-time engineer to our staff has resulted in increased technical quality in our tapes. The engineer is able to maintain and repair (when necessary) existing equipment; also, of great importance, the engineer is capable of constructing valuable test equipment which, if purchased on the market, would be beyond the ability of the network to buy. Recently, the engineer has devised a method whereby, with certain modifications, our duplicators will be able to produce copies on ten inch (10'') reels at 15 inches per second. This development will enable the network to duplicate and distribute good quality music recordings, a service long requested by member stations. This is, of course, one of many illustrations of ways in which the engineer has contributed to the development of better broadcasting. However, it serves also to indicate how every member of the network staff, from manager to hourly duplicator operator, is working to improve the quality and efficiency of network operation.

Three NAEB member-constituted committees are directly concerned with assisting network operations: the NAEB Radio Network Committee, the NAEB Radio Network School Committee, and the NAEB International Relations Committee. In addition to other duties, all three of these committees serve selection and review functions for series and programs submitted for possible network distribution. During the year July 1, 1956 - June 30, 1957, the Radio Network Committee handled 48 submissions, the School Committee considered 53 series, and the International Relations Committee reported on 24 series from foreign sources. As a result of these combined operations,

the network this year set a new record in providing programs for its member stations. In all, the network provided 1,351 programs this past year, of which 257 were in-school programs and the remaining 1,094 were for more general audiences. Here is how those figures compare with past production performances:

Total Number of Programs Offered Yearly



Code: Regular Programs:

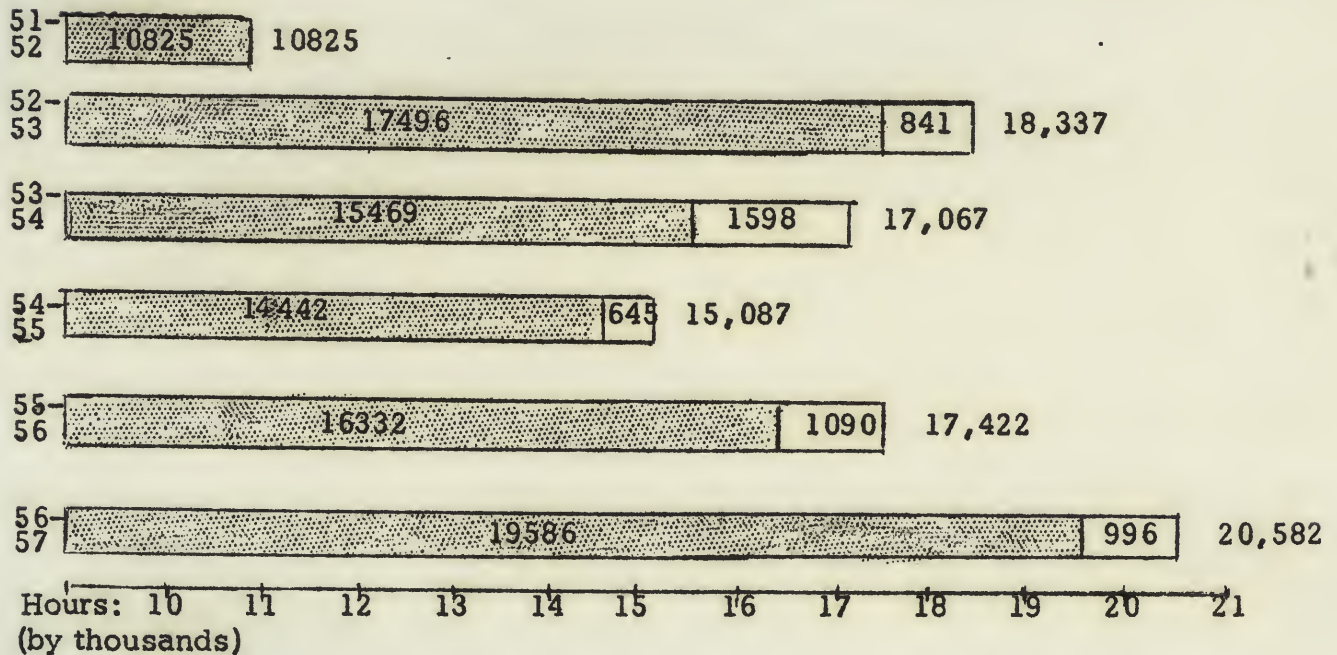


In-School Programs:



In the area of hours of air-time of programming distributed by the network, the figures are as follows:

Total Hours of Air Time of Programs Distributed by the NAEB Radio Network



Code: Regular Programs: ☒

In-School Programs: ☐

We are proud to report that though there has been a substantial increase in the quantity of programs distributed during the past year, there has been no decrease in the quality of the programs. Indeed, the quality of program content has increased generally. ~~This is reflected~~, among other factors, by the increase in inquiries received concerning the availability of network programs both for private use and for further broadcast over commercial stations, and abroad, and by reactions from network members.

Contributing greatly to planning for future network programming was the Fourth Allerton Seminar on Radio Program Planning held April 22-24, 1957, and made possible from Kellogg funds in our current grant. From these deliberations by representatives of all phases of educational broadcasting came many excellent program ideas which, when developed, will provide the network with many hours of quality programs.

In addition, the network profits greatly from the grant-in-aid program of the Educational Television and Radio Center. Resultant series, many of which have won numerous awards, add to the prestige of the network and NAEB in general. These programs are produced for broadcast over the NAEB Radio Network with later rights available for use over other stations and by audio-visual centers.

The recently announced availability of \$300,000.00 from Center funds for the production solely of radio programs for the NAEB Radio Network during the next three years, plus the increased flow of fine programs from abroad, through the efforts of our International Relations Committee, promise increased stature and quality for this NAEB service to the nation.

COMMITTEE ACTIVITIES

One of the great strengths of the NAEB, as compared to other organizations functioning more entirely as staff operations, is the amount of work done each year by its officers, board and committee members, all of whom serve without reimbursement. The visible output of NAEB Committees is great, to say nothing of the thousands of man-hours consumed in general association planning; in planning and screening programs, applicants for seminars, workshops and scholarships; and in other association business.

Although NAEB committees have been active in varying degrees during the past year, the work of several of them warrants particular mention .

The Professional Advancement Committee

This committee held a two-day meeting in Urbana during which recommendations for professional advancement activity, both for this year and on a long-range basis, were drawn up. In general, the committee recommended a continuation of the NAEB scholarship program, established a priority list of workshops and seminars that should be held this year and in the future, recommended continuation of NAEB consultation services and grants-in-aid to on-going workshops and seminars, discussed at length the problem of professional stature for educational broadcasters, and appointed a special subcommittee to consider this latter problem. In addition, throughout the year, certain members of this committee served on the special subcommittees which planned the workshops and seminars held, and assisted in the selection of workshop and seminar participants, and workshop grant-in-aid and scholarship recipients.

This committee works very closely with other NAEB committees (Engineering, Foundations, Membership, etc.) in order to reflect, in the professional advancement activities recommended, the needs of the members, and to continue to determine new needs as they arise.

The Radio Network School Committee

This committee met three times during the year, in connection with both the NAEB Convention in Atlanta and the Institute for Education by Radio-TV in Columbus and at a special meeting in Chicago. This committee auditioned all programs submitted for consideration for use on the In-School portion of the NAEB Radio Network and selected those programs to be used.

The committee also established a set of criteria for In-School programs for the guidance of member stations submitting such programs for Network consideration, and appointed a subcommittee to prepare a complete catalog of In-School programs currently on file at the Network indicating both grade levels and subject matter areas for all series. Another subcommittee will examine this catalog carefully to determine areas of program weakness (both as to grade level and subject area) and will attempt to get member stations to prepare and submit programs in those areas of the greatest need. Another subcommittee will attempt to establish a library of special programs for particular days during the year, such as Christmas, Thanksgiving, Columbus Day, etc., which will then be made available to school stations since such stations make great use of such programs during the school year. This committee has also worked very closely with the American Friends Service Committee in an effort to produce a series of programs, on the elementary level, which will, through the use of overseas recordings, attempt to bring about a better understanding of other cultures.

The Program Grant-in-Aid Committee

This committee is charged with the responsibility of selecting those program series which will be given grants-in-aid by the Educational Television and Radio Center. During the past year this committee, which normally meets only once a year (to make selections), held two two-day meetings in Chicago. This was necessary because of a change in submission deadlines made by the ETRC.

The Permanent Financing Committee

This committee is charged with one of the greatest responsibilities of any NAEB Committee. It was formed to study the present financial situation of the NAEB (budgets, sources of income, etc.) and to re-evaluate the various roles and responsibilities of the Association in order to make recommendations as to the future financial structure and self-support of the Association. The committee held one special meeting in Chicago and, in addition, met in connection with the Region III meeting in January and the Institute for Education by Radio-TV in May. This committee has already presented tentative recommendations to the NAEB Board of Directors regarding future activities of the NAEB, based on potential financial support. However, this committee realizes the long-range implications of its deliberations and recommendations and will continue to study the problem and propose possible solutions to the Board. One recommendation of this committee, concurred in by the Membership Committee, was to make a concentrated effort to increase the number of individual members of the Association in order to increase total income from membership dues. This membership drive has been instituted, as is pointed out below in the paragraph devoted to the Membership Committee.

The Membership Committee

This committee has recently undertaken a drive to increase the number of individual memberships in the Association. Such memberships were substantially increased as a result of the merger of the NAEB and the Association for Education by Radio-Television. Recently the committee has devised and distributed a special promotional brochure, briefly describing the activities of the Association and pointing out the advantages of individual membership to educational broadcasters, in particular, and educators, in general. Promotional material, with an explanatory letter, has been sent to the manager of each member station and production center to enlist the help of the managers in securing memberships among the members of their staffs. In addition, every person, not a member, writing into Headquarters for information about some phase of broadcasting is sent a promotional brochure urging him to join and thus insure receiving the benefits of membership and pointing out that such membership would often preclude the necessity for writing in for information since such was already available in the publications of the Association. Promotional brochures are also distributed at meetings where educators and broadcasters meet. Although it is still too early to determine the outcome of this membership drive, early indications are encouraging.

The Foundations Committee

This new committee has been charged by the NAEB Board of Directors with the responsibility for handling all relations with the Foundations from which the NAEB now receives support or from which support might be solicited in the future. This committee held one meeting in Urbana to discuss future activities of the NAEB warranting consideration by foundations, and discussions have since been carried on with representatives of the W. K. Kellogg Foundation and the Ford Foundation.

The Convention Committee

Each year the NAEB President appoints a regional committee with the responsibility for planning the NAEB Convention for that year, and a local committee from the host city to work out the details for the Convention. The chairman of the 1957 Convention Committee has met in Urbana with the NAEB President, the Immediate Past President and members of the Headquarters staff to discuss plans for the 1957 Convention. In addition, the Executive Director and the Associate Director went to St. Louis, the site of the 1957 Convention, to meet with the chairman and members of the committee.

The Organizational Liaison Committee

This committee is composed of representatives of national organizations with an active interest or concern in educational broadcasting and with whom the NAEB works cooperatively and exchanges materials. The organizational representatives are asked to serve by the NAEB President, with an NAEB member as chairman. Although this group meets only twice a year (in connection with

the NAEB Convention and the Institute for Education by Radio-TV), its existence enables the NAEB to work more closely with related organizations than might otherwise be the case. The chairman of the committee is currently seeking to determine whether other national organizations should be included on this committee in order to widen the scope of contact.

The Public Relations Committee

This committee is concerned with the overall public relations policy of the Association, and, in this respect, advises the Headquarters staff in such matters as promotional brochures, public relations in general, exhibits and displays, etc. Prior to the formation of a Publications Committee this past year, this committee was also responsible for making general recommendations in regard to the NAEB Newsletter. In this capacity the committee was very helpful to the Newsletter editor in suggesting changes of format, emphasis, content, etc. This committee met only once during the year, in connection with the NAEB Convention.

The Utilization Committee

This new committee was an outgrowth of the merger of the NAEB and the Association for Education by Radio-TV. It is concerned with the utilization, in the classroom, of educational radio and television. This committee has held one meeting since the merger last October, in connection with the Institute for Education by Radio-TV. The committee was responsible for planning and presenting the portion of the IERT program devoted to utilization.

The Publications Study Committee

This special committee was appointed to make a comprehensive study of the NAEB Newsletter and Journal and to make recommendations about possible changes in these periodicals as well as the general publications policy of the NAEB. The Journal was the official publication of the AERT and was taken over by the NAEB as a result of the aforementioned merger. The committee recommended that the name AERT Journal be maintained during this year of transition, with the name to be changed to the NAEB Journal with the first issue of the 1957-58 publication year in October, 1957. This committee, which met several times during the year, included members of the Journalism faculty of the University of Illinois, who served in a consultant capacity.

The Advisory Committee to the President of the ETRC

This committee was formed at the time of the creation of the Educational Television and Radio Center to serve as an advisory body to its President, to review Center Activities and to make suggestions intended to insure closer cooperation and coordination throughout the entire movement. This committee met once this year, at Ann Arbor, in connection with the meeting of the ETRC Affiliates.

The Engineering Committee

This committee has been one of the most active in the Association, and works very closely with the NAEB Engineer. This committee met in connection with the NAEB Convention last fall and held one special meeting in Chicago. During the year the committee prepared a comprehensive letter, which went to all technical personnel of member stations and production center explaining the various activities of the NAEB. This was done in an effort to involve technical personnel more thoroughly in the affairs of the Association and to make them feel that they are an integral part of the NAEB. There has always been a feeling on the part of technical personnel that the NAEB was more an association for program and management personnel and this has been a growing concern of both the Engineering Committee and the Professional Advancement Committee. The letter also went into considerable detail about the activities of the Engineering Committee and attempted to involve more technical personnel in committee work.

The Research Committee

This committee has been responsible for the selection of grantees of Research Grants-in-Aid, made available by the NAEB for the first time this year to encourage institutional research in the field of educational broadcasting. In addition, this committee is currently planning a Research Seminar to be held in the fall of 1957.

The TV Program Committee

While this committee has not had an opportunity to meet, it has issued on a non-regular basis as information becomes available, several reports on the availability of films for use by ETV stations. Entitled "Academic Leader," these reports indicate what films are available, including subject matter, producing agency, etc., plus a brief report on suitability for use by ETV stations. Since all ETV stations have a great need for films of this sort, this service has proved very valuable.

PUBLICATIONS ISSUED DURING THE 1956-57 FISCAL YEAR

The NAEB Newsletter, monthly periodical: During the past year the NAEB Newsletter has evolved to semi-professional status from an unwieldy, difficult to read, mimeographed magazine. The merger of the AERT and NAEB in October, 1956, added about 500 persons to the Newsletter mailing list, and brought the total number to approximately 1,300. With this increased distribution, it was much more economical to print than mimeograph; and in January, 1957 (when the AERT-NAEB merger was officially confirmed), the Newsletter came out in print. Photos of persons, places, maps and equipment are now easily incorporated in the format.

From January to June small improvements were made. The masthead was cleared of unnecessary decoration. Page numbers grew smaller, more unobtrusive, and the date began appearing on each page. Almost all the department headings and signed columns were kept intact when the Newsletter changed over to print, and specialized information is now much easier to find.

The new Newsletter fits easily into envelopes and loose-leaf notebooks. It can be folded small or mailed flat, and its weight usually doesn't exceed one ounce, thus saving on postage. We feel that the new Newsletter is one additional evidence of the increasing maturity and professionalism of the NAEB.

The AERT Journal, periodical issued eight times a year. Publication of this Journal in small magazine format was considered desirable when the NAEB examined functions of the Association for Education by Radio and Television which should be continued when the latter organization was taken over by the NAEB. Beginning with the fall issue, as the NAEB Journal, it will continue and expand the magazine-length articles it has offered during the past year. Recent issues have included several articles from abroad as well as reports on important experimental projects in progress, and articles by university presidents and other distinguished professional educators.

The NAEB Educational TV Fact Sheet Service, digests of TV (and some radio) research, published periodically. Twenty-seven Fact Sheets were published during fiscal 1956-57.

The NAEB Engineering Newsletter, issued quarterly.

The Academic Leader, a listing of films for ETV use, published irregularly. Three such reports, each listing several films, were published during the year.

The NAEB Directory of Members, new, revised edition published July, 1956.

The NAEB Technical Directory, new, revised edition published February, 1957.

"Test Equipment Inventory," technical paper published February, 1957.

"Status of the Ampex Videotape Recorder," published September, 1956.

"Low Power Television Technical Considerations," February 1957 NAEB Newsletter Supplement.

Report of the NAEB RADIO AND AUDIO ENGINEERING SEMINAR (May 27-June 1, 1956, Allerton Park), published July, 1956.

Report of the NAEB REGION V CONFERENCE (June 14-15, 1956, Denver, Colorado), published February, 1957

Report of the NAEB TV LIGHTING AND STAGING WORKSHOP (August 19-22, 1956, Ann Arbor, Michigan) published February, 1957.

Report of the NAEB TV PROGRAM PLANNING SEMINAR (August 26-September 1, 1956, Madison, Wisconsin) published February, 1957.

PAPERS FROM OUTSIDE SOURCES REPRINTED AND DISTRIBUTED BY THE NAEB DURING THE PAST YEAR:

"Standardization and Control of the Kinescope Recording Process," by Rodger Ross, CBC.

"WOI-Two Channel Transistor Remote Amplifier Mixer," by Donald K. Haahr.

"Phase, Amplitude and Aperture Correction in Television Systems," by E. D. Goodale, of the NBC Engineering Department.

PUBLICATIONS NOW IN PROCESS (beyond new editions, revisions, and current issues of regular services):

Report of the FOURTH ALLERTON NAEB SEMINAR ON RADIO PROGRAMMING (April 21-24, 1957).

"Closed Circuit Television Technical Considerations," a technical paper now being prepared for publication this summer.

During the past year, thanks to a grant from the Ford Foundation, a special publications review and study was made. Following the recommendations of the consultants engaged for this study, many changes in the format and content of the Newsletter and Journal have already been made, and a larger number of recommended improvements will be instituted in all publications during the coming year.

GRANTS IN AID

The philosophy behind Grants-in-Aid in general, as administered by the NAEB, is that educational broadcasting needs strengthening not only in its central organs, but also at the local level: in improved program production, research, staff training and other aspects. The various grants-in-aid of the NAEB have therefore been principally devoted to helping educational radio and television stations and production centers and their parent institutions, to improve their competence, facilities, program output, and the local and educational respect they enjoy, in order that the entire movement may move forward soundly.

In this sense even the Scholarships which the NAEB has been privileged to grant during the past few years, with funds provided by the Fund for Adult Education, and more recently by the Ford Foundation, are a type of grant-in-aid. These Scholarships have enabled some two hundred of the over two thousand staff members of educational television and radio stations to secure additional educational training and improved skills. They have also made available to institutions desiring to give workshops and summer sessions, additional students and funds which would not otherwise have been available. The training received by these scholarship recipients has been supplemented, of course, by the consultation service which the same donor has made possible, whereby the best authorities in the nation have been made available to entire station staffs, at their home location, in order to provide guidance and assistance in a way which would be possible under no other circumstances.

However, the specific grants-in-aid projects of the NAEB during the past few years, and intensified during 1956-57, are as follows:

Radio Program Grants-in-Aid

Originally, until the ETRC was created as a program center, the NAEB administered annual program grants-in-aid in both radio and television, with funds from the Fund for Adult Education. ~~Eighty~~ **Eighty** thousand dollars per year were offered, half in television and half in radio, to make possible the production, on a matching basis, of programs of higher quality than the stations could produce with only their own resources. This made possible, for example, the employment, usually on a short-term basis, of outstanding content authorities, writers, and producers, who would otherwise not have been available.

With the creation of the ETRC, these funds were given to it to administer. The Center, with a qualified program staff, handles all such projects directly for television. For radio, it has left to the NAEB the distribution of announcements and the judging and selection of applications. Under this arrangement, the issuance of contracts and payments is handled directly by the Center, on the basis of NAEB recommendations. Resultant programs, of course, are for distribution by the NAEB Radio Network. This arrangement has resulted in the production and distribution of many fine programs, as indicated in Appendix D.

During the past year, the ETRC has made available, from its program funds for radio, \$300,000 (\$100,000 a year) for a three-year program of such grants and/or contractual arrangements for the production of outstanding radio programs. Resultant productions are expected to provide new strength to the NAEB Radio Network. More importantly, it will make possible increasingly high levels and standards of production at educational radio stations, which will be recipients of most of these funds.

Workshop Grants-in-Aid

As listed in the SEMINARS, WORKSHOPS AND CONFERENCES section, following this, the NAEB has for several years tried to meet the national need for special workshops and seminars for members of educational station staffs in both television and radio. Personnel for whom these training sessions have been conducted has ranged from educational administrators and managers to program directors, writers, producers, engineers, staging and lighting directors and the various other persons on whose competence the successful operation of educational television and radio facilities depends.

In this area too, however, the NAEB has felt that the central association should not attempt to do the entire job. Therefore, during the past year, with funds provided by the Ford Foundation, Workshop Grants-in-Aid were made available for the first time to educational institutions planning or desiring to conduct workshops or seminars of their own. As a result of these grants, the outstanding authorities in the nation are serving as consultants and instructors at ten workshops at universities around the nation. These workshops, which would in most cases have had access only to local personnel for instruction and staff, have been made outstanding ones, thanks to this program of grants-in-aid. And once started, we believe a standard of quality will have been established which should cause the institutions to wish to preserve it in subsequent workshops, which we hope will become regular features of their educational activities.

Research Grants-in-Aid

Because of the need for the results of research of different kinds, for different use, from different types of educational operations, and in different types of communities throughout the nation, the NAEB during the past year made available, from the regular Research allocation in its current Kellogg Foundation grant, modest grants to six educational institutions qualified to carry out such research projects. Although funds for this purpose were very modest, it appears that useful results will become available from them for national NAEB distribution. And, once again, a tradition and pattern of self-examination will have been assisted to develop at the local level. . . a tradition which we hope will be considered essential enough to continue from locally-available funds.

SEMINARS, WORKSHOPS AND CONFERENCES

The NAEB ETV Staging and Lighting Workshop

This workshop was held August 19-22, 1956, at the University of Michigan, for 21 representatives of ETV stations and production centers. Consultants in staging and lighting were brought in to explain and demonstrate

basic principles and techniques. Workshop participants were also given an opportunity to take part in practical exercises in staging and lighting which were then critiqued by the consultants. This was the first workshop held for ETV people involved in staging and lighting and, according to the reports turned in by the participants, filled a long-felt need in the field. A brief report of this workshop has been published and is available from NAEB Headquarters.

The NAEB ETV Program Planning Seminar

This seminar, designed for those persons actively engaged in planning programs for ETV stations and production centers, was held August 26-September 1, at the University of Wisconsin. Academic subject-area specialists (from the humanities, the physical sciences and the behavioral sciences) were brought in to discuss their fields and make recommendations as to the subject matter that might well be presented by TV. Consultants in program planning and production were then used to help the 25 participants translate these general ideas into ETV program possibilities. Great use was made of small group discussions, led by recognized leaders in the field of TV programming. From the reports filed by the participants, this seminar resulted in all of the participants returning to their stations with many new ideas and concepts about ETV programming. A report of this seminar has been published and is available from NAEB Headquarters.

The NAEB Fourth Allerton Seminar in Radio Programming

In recent years, due to the terms of grants received, the NAEB has been unable to place as much emphasis on educational radio as it has on educational TV. However, each year an effort has been made to hold at least one seminar or workshop designed especially for educational radio people. For example, last year, a seminar in audio and radio engineering was held and special emphasis was given to the problems of the small FM station. This year it was possible to provide a seminar for persons actively engaged in planning programs for educational radio stations. It should be pointed out, too, that whereas foundation money granted for TV workshops and seminars has been sufficient to pay all expenses involved, this has not been true for radio and, for the seminar being discussed, less than half of the expense incurred by the participants was paid by the NAEB. The fact that we still filled our quota of 28 participants, in spite of the fact that participants had to pay a large part of their expenses, speaks well for the continued intense interest of educational radio broadcasters in improving themselves and thus the programs they are able to offer to their audiences. Academic subject area consultants (in humanities, the physical sciences and the behavioral sciences) were brought in to set forth what they felt the public should be told, through radio, about their respective fields. In addition, consultants in audience surveys, music programming and legal problems were also used. Considerable time was spent in group meetings so that a free exchange of ideas might be

possible. Participant critiques indicate that all of them returned to their stations with new inspiration about educational radio, as well as specific program ideas. Certain participants recommended that such a seminar be held exclusively to deal with in-school radio programming. A report of this seminar is now being published and will soon be available from NAEB Headquarters.

Regional Conferences

Two NAEB Regional Conferences were held during the past year. Nearly one hundred members of Region III gathered at Lafayette, Indiana, January 18-19, 1957, and those members of Region II attending the Institute for Education by Radio-TV spent one day together discussing regional problems. For both of these meetings the NAEB paid a portion of NAEB member expenses. Evidence of the intense interest of educational broadcasters, both in the work they are doing and in the NAEB, is to be found in the fact that, although no mention of remuneration of any kind was made in the announcement of the Region III meeting, nearly one hundred persons took part in the meeting at Lafayette. Even institutions not yet having a station on the air, who were still only applicants for NAEB membership, sent representatives to this meeting. Region I, however, had scheduled a meeting for this spring, with no expenses to be paid by the NAEB, but conflict with other commitments and the smallness of the number who indicated they could attend, resulted in cancellation of this meeting.

Meetings in the Planning Stage

At this time the NAEB is planning two seminars which will take place within the next few months. A seminar on management problems will be held at Allerton Park, August 19-25, 1957, for managers of ETV stations. A Research Seminar is also planned for this fall, although final details have not yet been worked out, pending decisions on availability of funds.

In summary, we should like to list the workshops and seminars which the NAEB has conducted to date. This list does not include the annual conventions of the Association, or its thirteen regional conferences:

- 1949 - First Allerton Conference (Rockefeller)
- 1950 - Second Allerton Conference (Rockefeller)
- 1952 - Educational TV Workshop: Iowa State College: NAEB & JCET (FAE)
- 1952 - School Broadcast Seminar (Kellogg)
- 1953 - Lincoln Lodge Seminar: general planning for ETV (FAE)
- 1953 - ETV Management Seminar (FAE)
- 1953 - First ETV Production Workshop (FAE)
- 1954 - In-School Writers Seminar (Kellogg)
- 1954 - Second ETV Production Workshop (FAE)
- 1954 - First ETV Engineering Workshop (FAE)
- 1955 - Third ETV Production Workshop (FAE)

- 1955 - Second ETV Engineering Workshop, including kinescope emphasis (FAE)
- 1956 - Radio Engineering Seminar (Kellogg)
- 1956 - ETV Staging and Lighting Workshop (Ford Foundation)
- 1956 - ETV Program Planning Seminar (Ford Foundation)
- 1957 - Radio Program Planning Seminar (Kellogg)

Thanks to these workshops, at least in part, the leadership, management and staffs of educational stations in the U.S. are incomparably better, and better trained to meet the needs of American Education, than would have been possible otherwise.

THE NAEB ENGINEERING SERVICE

The NAEB Engineering Service was established July 1, 1954, by a grant from the Fund for Adult Education. This grant, made in February, 1954, covered the operation of the service for a two-year period. Funds from the Ford Foundation continued the operation of this service through June 30, 1957, and an additional grant has been requested for operation through the fiscal year ending June 30, 1958. The original FAE grant, recommended by the ETRC, JCET and NCCET as a function which the NAEB should fulfill, stated that the NAEB Engineer "will provide guidance and assistance to new television stations, to the solving of technical problems bound up with studio and control, the transmitter and film equipment. The engineer will concentrate on technical standards in television, including television audio problems and camera operation."

In carrying out the functions as outlined above, the NAEB TV Engineer during the past year has performed the following services:

1. Visited ETV stations in Philadelphia, Denver, Seattle, San Francisco, Miami, Minneapolis and Columbus for TV consultation.
2. Visited production centers or closed circuit studios in Ann Arbor, Lafayette, Hagerstown and New York City for TV consultation.
3. Visited radio stations at Greenville, N.C., and DeKalb, Illinois, for consultation and technical recommendations.
4. Attended meetings of the NAEB Engineering Committee in October, 1956, and April, 1957.
5. Assisted in the preparation of a report on ETV in the United States for the Ford Foundation Overseas Development Program.

6. Appeared on TV panels at the NAEB Staging and Lighting Workshop, Region III Meeting, Central States Speech Association meeting, and the University of Toledo Television Workshop.
7. Was appointed to Panel Four (Propagation Data) of the Television Allocations Study Organization and participated in four monthly meetings.
8. At the request of the President of the ETRC, prepared for the Center a report on the "Status of the Ampex Videotape Recorder;" with the assistance of members of the NAEB Engineering Committee.
9. Prepared, secured for duplication and circulated the following for interested technical and other station personnel:
 - a. Reports on the NAEB Radio and Audio Engineering Seminar and the 1955 NAEB TV Engineering Workshop.
 - b. Two articles on Kinescope Recording by Canadian authorities: "Television Studio Practices Relative to Kinescope Recording" by Harold Wright, (SMPTE reprint), CBC; and "Standardization and Control of the Kinescope Recording Process" by Rodger Ross, CBC.
 - c. "WOI-Two Channel Transistor Remote Amplifier Mixer" by Donald K. Haahr, of the WOI-TV Engineering Staff, Iowa State College.
 - d. "Phase, Amplitude and Aperture Correction in Television Systems" by E. D. Goodale, of NBC, New York.
 - e. "Low Power Television Technical Considerations," published as a Supplement to the February, 1957, NAEB Newsletter.
 - f. A complete revision of the NAEB Technical Directory which lists over four hundred names of technical personnel at all educational television and radio stations and production centers.
 - g. An NAEB Test Equipment Inventory listing test equipment in use at educational television and radio stations.
 - h. A monthly NAEB Newsletter Column called Technical Tips.
 - i. A quarterly compilation of the Technical Tips Columns called the NAEB Engineering Newsletter which is mailed to the Technical Directory list of personnel.
 - j. Assisted Richard Lawson, of the WILL-TV staff, in the preparation and publication of two issues of a Staging, Lighting and Graphic Arts Newsletter.

In addition to the above service, Mr. Cecil S. Bidlack, NAEB TV Engineer, furnishes much technical advice by correspondence. He is also active in the supervision of equipment and maintenance of the NAEB Network. He is a Senior member of the Institute of Radio Engineers, a member of its

Professional Group on Broadcast Transmissions, an Active member of the Society of Motion Picture and Television Engineers and a Member of the Audio Engineering Society. He attends the technical sessions of the annual meetings of these societies, provides papers and assistance to them on request, and attends the Broadcast Engineering Conference of the NARTB in order to keep NAEB members abreast of the latest technical developments in broadcasting equipment and procedures.

RESEARCH

The NAEB's interest in, and contributions to, serious research into radio and television as educational and social forces, are both well known. Its six Monitoring Studies (1952-54) are standard reference works of researchers throughout the world. They represent the only complete 'bench-mark' record of the first years of television and television programming and listening in America, as well as revealing the first objective measure of 'televiolence' and other tendencies and practices, some of which have now become by-words of the press, research scholars, and sociologists. It is therefore not surprising that the NAEB should continue its interest in this field.

During the past year, from its current Kellogg grant research allocation, it has launched a modest program of grants-in-aid to member stations to help them develop a tradition of basic, local self-evaluation, as described under GRANTS-IN-AID.

The NAEB also established, some two years ago, a TV Research Fact Sheet Service, providing current digests and analyses of direct instructional uses of television; comparable services are also provided, when possible, for radio. This service is in great demand by educators abroad, as well as in the United States, and was greatly expanded during the past year.

One of the more interesting projects undertaken in the area of television for direct teaching during the past year was worked out cooperatively with Dr. Hideya Kumata of the Institute of Communications Research at the University of Illinois. The results of this study have now been published and distributed by the ETRC, and provide the first complete inventory in the field. This compilation, together with the NAEB Fact Sheets, which are issued at more frequent intervals, make s it easily possible for busy educators to secure an accurate picture of developments in the uses of television in education at virtually any given moment.

Finally, although not research in its true sense, the activities of various other NAEB Committees have resulted in tabulations of questionnaires in operational problems and areas such as financing, staffing and salaries, practices regarding the reimbursement of faculty and staff for broadcast courses and appearances, etc. These materials, though not widely distributed, are found to meet critical needs of members at frequently critical times. Various

reports to us indicate that such objective materials as these and our Fact Sheets have been responsible in whole or in part for swaying decisions many times in favor of greater use of radio and television as instruments of American education in its best sense, and in many instances for securing the activation of both radio and television educational frequencies.

As the year ends, the NAEB hopes for funds with which to assemble the educational TV and radio research directors of the nation for an intensive seminar needed to give new direction and impulse to research in this important area. The need for responsible, educationally-valid research, as opposed to irresponsible studies and reports now only too frequently encountered, is too obvious to belabor in this report. It is the hope of the NAEB Research Committee that such a seminar as it intends to conduct will go far towards eliminating present duplications and repetitions in this area, and will chart long-term plans to provide thorough studies in many now-neglected aspects of educational radio and television uses.

PLACEMENT SERVICE

Long before the actual establishment of the Educational Television and Radio Placement Service, the need became apparent for a central agency to handle employment applications and to locate qualified personnel. In addition to the numerous letters coming to local station managers, the offices of the major organizations assisting educational broadcasting were deluged with letters, data sheets and resumes from individuals desiring employment. To these offices also came requests from employers who, unable to sift all of the applications sent to them, turned to the national organizations for assistance.

The NAEB Educational Television and Radio Placement Service was officially opened on May 1, 1954, as a central employment agency for educational radio and television. Its establishment was made possible by a grant from the Fund for Adult Education, on the recommendation of the Joint Council on Educational Television (JCET), the National Citizens Committee for Educational Television (NCCET), and the Educational Television and Radio Center (ETRC). It has been continued during the last year under a grant from the Ford Foundation.

Although not all educational television and radio employees and employers as yet use this service, since it takes considerable time for such an office to become firmly established, it is increasingly serving its purpose in assisting stations to find better-trained personnel. Thereby it is also serving the broader national purpose of increasing professionalism throughout the educational broadcasting movement.

As the year ended, the Placement Service had a file of some two hundred and seventy-five active registrants. In all except the technical area it could meet promptly the need of potential employers and station managers

for increasingly well-trained staff members. Each week more people use this service.

In view of the closed-circuit, low-power TV, and recently increased FM educational station activity and interest in the U. S. in recent months, in addition to the steady need of new and operating educational radio and television stations, the Placement Service is expected to serve an increasing need in the months and years ahead.

MANAGEMENT CONSULTATION SERVICE

From the inception of this service, in 1954, with funds from the FAE, later renewed from the Ford Foundation, Mr. M. S. Novik, NAEB Management Consultant, has provided critically needed assistance to ETV stations in St. Louis, Pittsburgh, San Francisco, Boston, Houston, Madison, and Chicago. More recently he has assisted in consultations with officials of the Metropolitan Educational Television Association in New York and Memphis ETV Station WKNO, and has had correspondence with the manager of Detroit ETV Station WTVS. He has also met with virtually all ETV Station managers in regional meetings and NAEB management conferences. In all cases, encouraging progress is noted in working out what could become serious labor-management problems...if adequate guidance were not available..

This service was inaugurated as a function of the NAEB on the joint recommendation of the JCET, ETRC, and the then extant NCCET, to solve a two-fold problem. First, to assist new ETV stations, particularly of the community type, as opposed to the college or university-based type, in areas which previously had had no educational broadcasting facilities or experience; to secure from unions and other local groups an understanding of the fiscal and staff problems of ETV as a special type of station. If commercial scales and conditions were enforced or insisted on by such groups, many ETV stations could not survive.

Secondly, labor support needed rallying behind ETV and educational radio as a nationally-needed movement. Considerable industry support had already been secured, largely through the efforts of the NCCET. Industrial and commercial donors in Chicago, Pittsburgh, St. Louis, Alabama, Seattle and other areas had made large gifts to the movement. Equivalent support from labor was needed, however, if total, balanced national support was to be guaranteed.

Since labor represents such a large segment of the American population, Mr. Novik's efforts to secure labor support have brought new strength to the stations involved. He has also developed the union recognition we had hoped for, of ETV as something quite different from commercial television in its financial resources and special needs for freedom in a frequently instructional framework.

At the first joint Annual Convention of the CIO-AFL, thanks to Mr. Novik's efforts, a joint resolution was passed unanimously, pledging support to educational television nationally. Several gifts in equipment and cash have been made by labor unions, particularly in Chicago and Houston, but also in other areas. The IBEW, IATSE, NABET and AFTRA have all contributed to such gifts, and to efforts to assist ETV stations generally. This is not to say that some trouble spots do not remain, but progress is generally more encouraging than we had hoped at the time this problem developed.

In closing his last report, Mr. Novik wrote:

"...There is a definite need for the development of a closer working relationship with all unions. Cooperation and interest in the community stations will help--not only in clearing up the matter of rights and protection of members--but also in the development of local programming.

"The national leaders of the AFL-CIO are definitely interested in Educational TV. The recent convention manifested this interest. It seems to me that there is room for a closer relationship and a more enthusiastic interest on the part of the NAEB and the Educational Stations involved for developing this relationship and support."

In closing our report on this service generally, we should like to repeat one paragraph from an earlier report by Mr. Novik as well:

"The role of the NAEB in training the personnel and helping the stations in operational problems, it seems to me, is the difference between life and death. Limited as this help may be, had we had it twenty years ago, we would have a different educational broadcasting picture in this country today."

OTHER CONSULTATION SERVICES

With funds from the FAE, continued for this year by the Ford Foundation, the NAEB has been enabled to provide material assistance in many diverse areas of need to educational television stations in varying stages of development, from operating stations to preliminary studies. Consultants were sent on request to Detroit, the University of Nebraska, Ohio State University, Memphis and the Oregon State System of Higher Education. Assistance has also been given in Miami and Alabama, where additional visits are scheduled for the future, as soon as local arrangements are finalized. Started as a purely experimental project, this project has been very successful, having made it possible for ETV Stations and their staffs to secure expert consultation assistance on the spot in solving problems which they could not otherwise meet, in various planning and operational areas.

We should also like to mention at this point the excellent and alert support provided to the NAEB and its membership by its Washington legal counsel, Cohn and Marks. This firm has served the NAEB for many years, until recently without fee, and presently for a very modest one which is provided from Association receipts from dues. Without the assistance provided by them in the many allocations, customs, postal, and other areas too numerous to list here, educational broadcasting, the NAEB, and many of its member stations would be on far less solid ground than they are today.

ACTIVITIES AND RECOGNITION

As will be noted under ORGANIZATIONAL RELATIONS, where additional details are given for various awards and appointments received by the NAEB and its staff, officers and members, this year brought many new evidences of steady progress.

In addition to the various Peabody, Sylvania, National Safety Council and other program awards received by NAEB members, the NAEB entry was again this year the winner, in international competition, of the million-lire Prix Italia Award, The Prix Italiana, for the best radio documentary submitted in the European and U. S. entries. At the International Exhibition held at the Institute for Education by Radio and Television, at Columbus, Ohio, in May, 1957, NAEB station entries won eighteen of the fifty-seven first awards given in radio and twelve of the thirty-five first awards given in television. Although this is somewhat less of a sweep than last year when NAEB member entries won twenty-one of the fifty-nine radio first awards and eleven of the thirty-seven television first awards, this is still most gratifying in the face of the financial, talent and technical resources available to the national networks, commercial stations, and foreign systems entered in this competition.

There was a great increase during the year in addresses by NAEB staff, officers and members at other organizations' conventions, listings in various Who's Who publications, and consultation requests. The extent to which NAEB-authored contributions are beginning to appear in print, in proceedings of the ACE and its various Conferences, in Journalism Quarterly, the ACPRA Quarterly and other publications in the U. S., as well as in such foreign publications as the German Rundfunk und Fernsehen, the Journal of Radio Italy, the European Broadcasting Union Bulletin (Geneva), the World Radio Handbook and others, is also worthy of note in this connection. Most of the principal textbooks in the field of educational broadcasting are also by NAEB members and leaders.

The Executive Director has been increasingly called upon for contributions to the conferences and publications of numerous organizations. Principal examples are the U. S. Office of Education's Conference on Elementary Education, ACE Constituent Member Conferences and Workshops, and conferences and publications of the American Association of School Administrators (AASA), the Department of Audio-Visual Instruction (DAVI) of the NEA, the American College Public Relations Association (ACPRA), the Institute for Education by Radio-TV, the American Council for Better Broadcasts, the Speech Association of America, the Modern Language Association of America, and the Adult Education Association (AEA) and its Council of National Organizations (CNO). He has been a member of the AEA Delegate Assembly (the legislative body of the AEA) and is at present a member of its Field Development Committee. He is a member of the CNO Broadcasting Committee and of the CNO Executive Committee. He has been named recently to the U. S. National Commission to UNESCO, to whose Paris office he has also served as an advisor in various projects for the past several years, beginning while he was in the U. S. Foreign Service. Other memberships held by him, some in behalf of the NAEB, include the Association for Education in Journalism, the Fulbright Advisory Committee in Broadcasting, the American Academy of Political and Social Science, the National Academy of Economics and Political Science, the Speech Association of America, and other similar groups.

He has been called upon for addresses to a Canadian Adult Educators Conference, is scheduled as a consultant to religious broadcasting stations in Alaska in August, and has been forced to decline a large number of invitations for other addresses because of the pressure of time and association member business.

He was also pleased, during the past year, at the number of times he and other NAEB leaders were quoted in such national publications as the Reporter Magazine's special issue of May 30 on ETV, Alexander Stoddard's Schools for Tomorrow, the Wall Street Journal, and other general publications as well as in numerous dissertations and articles in the more professional areas.

The Associate Director also found himself called upon increasingly to provide NAEB representation in various capacities. As in past years, he has represented the NAEB in relations with the National Project in Agricultural Communications. This year, when the NPAC and the AAACE were planning a series of regional radio workshops for persons engaged in agricultural and home economics activities, the Associate Director met with the committee as a consultant and served later in assisting the NPAC to secure proper staff and assistance.

He has met periodically with the Council of National Organizations Editors' group from the Chicago area and is serving on the CNO committee which is planning the 1957 CNO Conference in New York in December.

He has represented the NAEB in meetings of the Audio-Visual Commission on Public Relations, which is concerned with wider and improved use of all

audio-visual methods in education, and this year was elected to the Executive Committee of this Commission.

He represented the NAEB at a meeting of the Institute for International Education in connection with a UNESCO meeting in Chicago, to discuss further personnel exchange plans, and handled itinerary planning of various foreign scholars for the IEE during the past year.

During the past year, also, the American Association for the Advancement of Science, in conjunction with the National Academy of Science, called a meeting in Washington to consider uses of the various media in presenting more information about scientific advances, the teaching of science, and interesting more young people in science as a career. The Associate Director represented the NAEB at this meeting and he later conducted a survey for the AAAS, to determine what programs about science are currently being broadcast by educational television stations.

With the Executive Director he attended a special staff training seminar conducted by ETV station KETC, St. Louis. He also appeared on the panel which opened the ETV workshop held in Toledo, a workshop which was partially financed by a grant-in-aid from the NAEB. He also represented the NAEB at a meeting of the Illinois Speech Association and took part in its program devoted to uses of educational radio and television.

In the technical area, the NAEB Engineer also **contributes** to NAEB representation nationally. He was recently appointed to membership on Panel Four (Propagation Data) of the Television Allocations Study Organization (TASO). He is a Senior Member of the Institute of Radio Engineers, a member of its Professional Group on Broadcast Transmission Systems, an Active Member of the Society of Motion Picture and Television Engineers, and a member of the Audio Engineering Society. During the year, he served as technical consultant to the Ford Foundation on an international project. He attends the technical sessions of most of the technical societies in the field, has given papers before them, and represents the NAEB at the Broadcast Engineering Conferences of the National Association of Radio and Television Broadcasters.

Elected, unpaid officers of the NAEB also represent the organization and are receiving recognition which is a credit to the entire movement.

President Burton Paulu, whose book British Broadcasting was published in December, 1956, is rapidly orienting himself in his new position. Reviews of his new book have applied to it such phrases as: "Scholarly but not pedantic, sympathetic but not prejudiced" (Broadcasting-Telecasting); "eminently readable English" (Annals of the Academy of Political and Social Science); "as comprehensive and as fair as one could wish it to be" (European Broadcasting Union Bulletin). As chairman of the NAEB-ETRC liaison committee, and as a member of the JCET, Dr. Paulu seeks to orient all NAEB relations in a genuinely educational and professional manner. As an educator, Fulbright Scholar and broadcaster, Dr. Paulu is rapidly winning favorable recognition for himself and the NAEB alike.

The contributions to educational broadcasting of the NAEB's Vice President and former President, Richard B. Hull, are also well-known. He has been one of the nation's outstanding educators in the field of broadcasting for many years, was the first Executive Director of the JCET, has served UNESCO in many capacities through the years, and has been active as a consultant to, and a member of the Board of, the Educational Television and Radio Center.

Former President Schooley, besides serving as a member of the NAEB Advisory Committee to the President of the Education Television and Radio Center, and Chairman of the NAEB Foundation Relations Committee, is a member of the Fulbright Advisory Committee for broadcasting, and has served as a consultant to the Ford Foundation on an international project. He is also a member of the 'People-to-People' Broadcasting Committee, which is a part of the People-to-People Foundation's efforts to bring about greater understanding between the peoples of all nations. He has represented the NAEB at ACE, JCET, Music Educators, and numerous other conferences.

Last April he was the recipient of a special award for distinguished service and leadership in educational broadcasting, given by the Institute for Education by Radio and Television. He also addressed the last annual convention of the National Association of Radio and Television Broadcasters, is a former President of the University of Illinois AAUP, and is active in various other organizations, such as the Association for Education in Journalism

The election of former NAEB President, Seymour Siegel, to preside at the past year's Prix Italia Conference, in Italy, is only one of numerous other recognitions bestowed upon him--many of them by the governments of various European nations, in tribute to his efforts in the area of international understanding and good will. These illustrate the recognition achieved by only a few of NAEB's leaders and officers.

Gratifying, too, are the increased number of distinguished educators who are joining NAEB ranks as educational television and radio gain acceptance and support, and the new generation of TV and radio educators, whom the NAEB is now able to assist in securing training, through scholarship programs and its numerous workshops, seminars and other services. We believe that increasing recognition, at these younger levels, will be apparent in future reports.

ORGANIZATIONAL RELATIONS

Listed below are the principal organizations and associations with which we have had close relations during the past year:

AAACE: The American Association of Agricultural College Editors

We exchange publications, studies and correspondence with this group, and cooperate in every way possible, usually through channels of the NPAC.

AAAS: The American Association for the Advancement of Science

We have cooperated with this group in a project (outlined in the ACTIVITIES AND RECOGNITION section) investigating the uses of the wire-less media for science instruction. This involved attending one meeting, conducting a survey of member station programs, and considerable correspondence.

AACTE: The American Association of Colleges for Teacher Education

Relations with the AACTE began only during the year. They have grown out of the increased interest of these groups in the role which new teaching aids such as educational television should play in teacher education. The need and desirability of our providing all possible materials and assistance to them are obvious.

AAPSS: The American Academy of Political and Social Science

The Executive Director is a member of the Academy, has participated in several of its meetings and has served in various informal consultative capacities in areas related to radio and TV.

AASA: The American Association of School Administrators

We were this year unable to attend the annual convention of this group. However, we did provide materials and assistance in setting up for it, special sessions on ETV for the administrators interested. We have also assisted the AASA in numerous other ways and studies throughout the year.

AAUP: The American Association of University Professors

The Executive Director is a member of this group, as are various officers. Former NAEB President Schooley is a former president of the University of Illinois Chapter of this Association.

ABC, CBS, NBC

The three national commercial networks, with all of which we have excellent relations, have all at some time or another carried NAEB network productions. We have also taken for broadcast on the NAEB Radio Network certain of their productions, the most notable being an NBC Children's literature series carried during 1956-57. Representatives of the networks, as well as of such organizations as the Westinghouse group, have been frequent guests and speakers at NAEB conventions and seminars during the past year.

ACBB: The American Council for Better Broadcasters

The Executive Director this year, for the first time in three years, was not moderator for the ACBB's annual convention. However, we provided articles and many other kinds of assistance to this group. NAEB member (active on NAEB Committees), George C. Johnson, is this organization's new President. See also NAFBRAT.

ACE: The American Council on Education

The Executive Director has represented the NAEB at all major conferences of the ACE during this year, works closely with the ACE's television committee, and his remarks at the ACE conference to draft recommendations to the President's Commission on Education Beyond the High School were quoted in some length in the published proceedings of this special conference. The NAEB staff has also hosted and arranged itineraries for several foreign scholars at the request of the ACE.

ACPRA: The American College Public Relations Association

The Executive Director addressed the 1956 annual convention of this group. His address was published in the Association's first issue of its new magazine, PRIDE. We have also been useful in other ways, including assisting with plans, now being implemented, to set up a radio-TV section in the Association. (In passing, NAEB influence has been instrumental in establishing the recognition of ETV and educational radio as deserving of special committees and sections in other associations as well.)

AEA: The Adult Education Association of the United States

Each year recently this association has been given increased assistance by the NAEB. In exchange, we find their materials and guidance most useful to the NAEB. The Executive Director's term as member of the Delegate Assembly expired this year. However, he assisted in their last convention and continued to serve as a member of the AEA's Field Development Committee. The Associate and Executive Directors of the NAEB also co-edited the Bibliography of ETV and Educational Radio published during the year by the AEA.

AEJ: The Association for Education in Journalism

The Executive Director has advised on conference participants, Journalism Quarterly articles and has reviewed several books for this publication during the year. Various other NAEB individuals, notably its former president, Frank E. Schooley, are also very active in AEJ affairs.

AES: Audio Engineering Society

The NAEB's Engineering Director has presented papers before this national group of which he is a member, and we regularly exchange materials and publications with it.

AETA: The American Educational Theatre Association

We have exchanged numerous materials with this group, whose members in some cases have been helpful in the planning of dramatic programs for the Network. Genuinely joint projects may eventually result. The NAEB participates each year in the AETA's annual conference.

AJLA: The Association of Junior Leagues of America

This association, as well as its branches, has strongly supported various NAEB projects and member stations. Notable was a grant to station WKNO, Memphis, for the salaries of a distinguished Canadian children's program producer-writer husband-and-wife team. Similar contributions have been made to ETV elsewhere. The League has also conducted numerous workshops for its TV and radio chairman, and we seek always to assist in such endeavors. (Comparable assistance is given the Junior Town Meeting League and others too numerous to mention here.)

AMA: The American Medical Association

We have provided materials to this group for its excellent Handbooks in the use of radio and television. The Executive Director has also, during the past year, participated in panels of the Medical Education Section of the AMA, and the American Dental Association, at annual conventions of the ACPRA (see ACPRA).

The American Friends Service Committee

This organization has during the past few years produced numerous series (carried by the NAEB Network) which have won the respect of American educators, particularly in elementary education. Pending at present is a three-year project in this area which we hope may be one of the most important and worthwhile offerings of the NAEB Radio Network.

The American Heritage Foundation

The NAEB and its member stations, during this past campaign year, cooperated in this Foundation's efforts to promote registration and voting, stressing heavily the need to "inform oneself" as a citizen responsibility. The NAEB was given a citation by the Foundation for its special efforts in this connection.

APA: The American Psychological Association

In December of 1955 this association devoted a special issue of the American Psychologist to teaching by television, using many materials we had sent them, and authorities we recommended. During the past year we have continued to keep the APA informed of developments in this area, as well as radio. We feel that cooperation with this alert group has been extremely fruitful, and it is being continued.

APBE: The Association for Professional Broadcasting Education

This group, devoted to raising the standards of university and college courses in broadcasting, is represented on our Organizational Liaison Committee, as are many of the other groups listed here. Most of the officers of this association are also NAEB members and committee members. Consultation on various common problems, particularly in the area of publication at the time of the launching of the APBE's new magazine, took place during 1956-57.

AVCPI: The Audio Visual Commission on Public Information

The NAEB was represented this year on this commission by its Associate Director, whose participation was greatly appreciated by this group. The AVCPI grew out of DAVI (The Department of Audio-Visual Instruction of the NEA). See also DAVI and NEA.

BBC: The British Broadcasting Corporation

We have for years exchanged programs with the BBC, admittedly receiving more than we have been able to offer. We also exchange publications, research and personnel with them whenever possible. Several of their studies are reviewed in this year's Fact Sheets. Several NAEB publications are also regularly reviewed and referred to in their various studies. NAEB President Burton Paulu's study of British Broadcasting, written in large part while he was a Fulbright Scholar in London, has been favorably reviewed by the British press and BBC publications during early 1957 as an evidence of our mutual serious interest in each others' systems and programming. BBC representatives also participate regularly in our conferences and we are represented at as many of theirs as possible.

BIS: The British Information Service

Most of the relations with this organization are in the exchange of printed material. However, certain excellent informational series on British life, industry and mores have also been carried by the NAEB Radio Network. Such a series is "Window on the World," a weekly year-round series currently being distributed.

The Board of National Missions of the Presbyterian Church in the United States of America

The Executive Director serves as a consultant to this group and is scheduled to give a series of lectures and serve as a consultant to Board-operated radio stations and at special conferences being held in Sitka and Juneau, Alaska, the last week in August of 1957.

CAEE: The Canadian Association for Adult Education

We have devoted considerable energy and time to meeting all reasonable requests from this group. The NAEB Executive Director gave the keynote address and appeared on several TV programs and college and university panels and platforms in February of 1957 in Saskatoon, Saskatchewan, for a conference devoted to educational radio and television in Canada.

CBC: The Canadian Broadcasting Corporation

A warm bond of friendship exists between the NAEB and the CBC, dating from the 1940's when experimental CBC programs served as models and encouragement for NAEB efforts. Since that time the NAEB has exchanged materials and programs with the CBC, in whose studios our Ways of Mankind, among other NAEB programs, were produced, and we have had the pleasure of including several CBC broadcasters (as well as others from British, Australian, New Zealand, French and other Foreign systems) as students in our various workshops and seminars, particularly during 1956-57. Their contributions to a genuine understanding of universal broadcasting educational principles, as well as what they received from these conferences, are among our most rewarding efforts in the international field. As the year closed, union and other barriers had been cleared away to make possible NAEB Radio Network use of the entire CBC "Wednesday Night" series of outstanding cultural programming, and some of the NAEB's better offerings of in-school series have been made available for CBC use.

CNO: The Council of National Organizations of the AEA

The Executive Director is a member of the CNO's Executive Committee, with which he met several times during the year. He is also a member of its Broadcasting Committee, which he succeeded in having created to replace the former TV Committee, of which he was also a member. The Associate Director is a member of the CNO's Convention Committee and is one of the leaders in the CNO's Editors' Conferences.

DAVI: The Department of Audio-Visual Instruction, of the National Education Association

The Executive Director is a member of the Editorial Board of this organization's Audio-Visual Communications Review, is a member of the committee for its National Tape Repository at Kent State University, and has given numerous addresses before national and state conventions--the most recent being at Indiana University June 7, 1957. We also have an exchange of all materials with this organization.

EBU: The European Broadcasting Union

The NAEB during the past year was approved for Associate membership in this organization. The Executive Director's article on the NAEB, carried in the EBU Bulletin, for the first time made known to international readers the existence and significance of a non-commercial service in the U. S.

ETRC: The Educational Television and Radio Center

The NAEB is represented on the Board of the Center by this year's Vice-President. The NAEB also works with the President of the Center through its advisory NAEB-ETRC Liaison Committee, the chairman of which is the NAEB President. Areas of joint effort are too numerous to list here. Several joint publications have been issued. The gratifying sum of \$300,000 for a three-year program of production and grants-in-aid for programs for the NAEB Radio Network has this year been made available by the Center, from funds granted by the Ford Foundation. The selection of all grantees, programs, etc., for such grants are of course handled by the NAEB. The Center is also represented on the NAEB's advisory Organizational Liaison Committee.

FAE and other Ford Foundation Funds

The Fund for Adult Education, The Fund for the Advancement of Education and the Ford Foundation itself are all organizations with which the NAEB has friendly and constant relations. F. E. Schooley, C. S. Bidlack and other NAEB individuals have served as special consultants to the Ford Foundation during the year. Fund for the Advancement Studies were reviewed and distributed through the NAEB Fact Sheet Service. Funds from the Ford Foundation made possible several TV Workshops and Seminars, Scholarships, Grants-in-Aid for ETV Workshops, Consultant Services, the NAEB Engineering Service and the NAEB Placement (employment) Service, among others. All of these were begun as grants from the FAE prior to re-organization of the functions of the various Funds as related to the Ford Foundation itself.

The Fulbright Commission

The advisory committee of the Commission for the exchange of broadcast personnel between the U. S. and other countries is made up almost entirely of NAEB representatives, including its former President and its Executive Director. Constant guidance and assistance are provided the Commission at the various levels of planning which are necessary for the realization of maximum benefits from funds available to this program.

IERT: The Institute for Education by Radio and Television

The President and Executive Director of the NAEB continued to serve on the Committee which plans this annual Institute. NAEB Board, business, committee and one regional meeting were held in connection with the IERT in May of 1957. The NAEB Utilization Committee, continuing the function of the former AERT, taken over by the NAEB during the year, was responsible for the excellent utilization and evaluation sessions which were a feature of this year's Institute.

IIE: The Institute of International Education

During the past year the NAEB, upon the request of the IIE, arranged itineraries for visits by foreign broadcast officials desiring to visit NAEB member

stations to study educational broadcast techniques. All such visits by these distinguished guests were most successful. At least one such guest paid high tribute to the NAEB for its role in such exchanges at the time of the 1956 NAEB Convention. The NAEB was also represented at a meeting called by the IIE during the year, and advised from time to time on planned visits of other foreign scholars in the broadcast field, whenever our help was requested.

IRE: The Institute of Radio Engineers

The NAEB's Engineer is a member of this group and of its Professional Group on Broadcast Transmission Systems. Various other NAEB member engineers are also members and have contributed papers and publications for Institute use.

JCET: The Joint Council on Educational Television

The NAEB is represented on the Board of the JCET by its President. The JCET is education's voice in Washington to encourage the use of frequencies allocated to educational television, and to insure their protection for a long enough period to make possible their full utilization. Like the ETRC, the JCET has received its operating funds from the FAE, and more recently, the Ford Foundation. It is represented on the NAEB Organizational Liaison Committee, and the NAEB staff works closely with that of the JCET.

MENC: The Music Educators National Conference

This group is represented on the NAEB Organizational Liaison Committee. Common projects for programs in music education, however, have had to be delayed this year in view of other priorities. Hence, there is no significant progress to report during 1956-57.

MLA: The Modern Language Association of America

This organization has been one of the most alert of the professional associations in its interest in the uses of radio and television for language instruction. During the year, the Executive Director conducted a survey of all language programs on educational radio and TV stations in the U. S. for the MLA in a joint project which will also be included in a UNESCO international report on this subject. He also addressed and served as a consultant for a state conference of the Illinois MLA, which was devoted principally to this problem.

NAFBRAT: The National Association for Better Radio and Television

This Listener Council organization, like the ACBB, is assisted in every way possible by the NAEB in the establishment of a reasonable and fair public reaction voice to the programming available on the U. S. airwaves. Through the efforts of such groups as this, outstanding programs have been recognized and encouraged and provably harmful programs resisted--some having been cancelled partially as a result of responsible educational efforts by such groups.

NAPSAE: The National Association of Public School Adult Educators

A year ago some concern was expressed by younger members of this group regarding the conservative attitude prevalent in it toward the uses of ETV and radio for its activities. We therefore consented to provide materials and participate in its next annual convention to suggest ways in which these tools could be useful to NAPSAB objectives and workers. (This illustrates a frequent function of the NAEB, which we try always to fulfill with tact, educational integrity and only when genuinely invited and needed, to insure against any charge of propagandizing or pressure.)

NARTB: The National Association of Radio and Television Broadcasters

Relations with this, the association of commercial stations and networks (though educational stations may hold membership and several do) continue on an increasingly useful and friendly basis. Both groups are represented at the others' conventions, several professional groups like the CNO have been assisted in projects by the NARTB and the NAEB jointly, and there is an exchange of publications between the two groups. The NARTB is also represented on the NAEB Organizational Liaison Committee.

NCCET: The National Citizens Committee for Educational Television

This group, which operated for several years under grants from the FAE, was discontinued two years ago as a staff operation, its national ETV promotional activities being taken over by the ETRC on a grant from the Ford Foundation. It is still in existence as a national committee, however, being represented on the ETRC and other Boards. The NCCET is represented on the NAEB Organizational Liaison Committee and serves a useful advisory function to the NAEB in its areas of special competence and national citizenship representation.

NEA: The National Education Association

Since 1957 marks the Centennial of the NEA, the NAEB has been especially active in dramatizing and promoting the accomplishments of the NEA and the objectives of American education. The Executive Director is a member of the NEA, and various NAEB individuals assist DAVI, AVCPI and other groups of the NEA as outlined under those organizations.

NMC: The National Music Council

An exchange with this group began when former NAEB President Schooley addressed the Music Educators' National Convention in 1956. So far, however, joint projects likely to result from planning with the NMC, the MENC, and the International Music Council, with which NAEB relations also began during the year, are indefinite and will require more time to develop.

NPAC: The National Project for Agricultural Communications

NAEB relations with this project are well known for their cooperative and friendly nature. We assist members of the NPAC staff whenever we can be of help in planning or conducting seminars, studies or other projects in the wireless media, and exchange publications, materials and ideas with them regularly.

NUEA: The National University Extension Association

Each year, including 1956-57, the NAEB has accepted the NUEA invitation to be represented on appropriate panels and committees at its national convention. The NUEA is also represented on the NAEB Organizational Liaison Committee.

RFE: Radio Free Europe

We have cooperated with this group during the year in its Crusade for Freedom, though less intensively than with the official U. S. Information Agency the Department of State, and other official offices of the U. S. Government.

RAI: Radio Italiana; the Italian Broadcasting System

We exchange publications with RAI and the Newsletter and Journal are heavily quoted in each issue of the RAI Journal. We have also received several fine program series from RAI, which has provided a splendid office overlooking the Tiber, in its new Broadcasting House, for an NAEB representative each year, so far provided through the Fulbright program. RAI also sponsors the Prix Italia for those classifications in which it does not have programs entered, has twice won first awards, and NAEB past president Seymour Siegel was last year's chairman of the Prix Italia conference.

RDTF: Radiodiffusion-Télévision Française; the French Broadcasting System

RDTF has spared no effort or expense to produce "tailor-made" programs requested and needed for the NAEB Radio Network. Like RAI, it is a generous and gracious host to the NAEB's annual Fulbright scholar who is also the NAEB Liaison representative on the spot to the RDTF. The RDTF's Madame Paz, a distinguished author as well as broadcast official, who is in charge of the NAEB-RDTF program exchange, was a keynote speaker at the 1956 NAEB Convention, and has indicated her interest in returning for the 1957 convention.

SAA: The Speech Association of America

The Executive Director has been a frequent speaker at national conventions of the SAA. The NAEB Associate Director, Engineer, and other representatives have also this year appeared on the programs of various regional and state conferences of the Speech Association.

SMPTE: The Society of Motion Picture and Television Engineers

The NAEB is represented officially in this society by its Engineer, who contributes papers and serves other liaison functions. NAEB engineers generally are encouraged to become members of such groups, and many do so.

SREB: The Southern Regional Education Board

The Executive Director served as a consultant to last summer's Daytona conference. Constant liaison and an exchange of ideas, consultants, publications and materials is regular practice with this imaginative regional organization.

TASO: The Television Allocations Study Organization

This special group was set up to study and recommend the definitive allocation of frequencies for TV in the U. S. The NAEB Engineer is a member of Panel Four, charged with the study and analysis of Propagation Data needed for this study.

UFPA: The University Film Producers Association

This group is represented on the NAEB Organizational Liaison Committee. Principal exchanges between the two groups occur in the areas of coordination of film production for ETV and non-TV uses, to avoid, as much as possible, duplication of functions, and maximum support for and utilization of each others' efforts and products.

UNESCO: The United Nations Educational, Scientific and Cultural Organization

During the past year the Executive Director assisted in the selection of U. S. representatives for two international conferences. Similar advisory and consultant functions are provided for UNESCO on a regular basis. During the year the Executive Director was also appointed to the U. S. National Commission for UNESCO, as well as to membership on two committees: The Mass Media Committee and the 1957 Convention Planning Committee. There is also an equally friendly relationship with the U. N. itself, from which the NAEB has received numerous materials for distribution and with which it has been able to assist in numerous broadcast projects.

URI: Université Internationale Radiophonique; The International University of the Air

The NAEB is represented in and has assumed a considerable leadership role for, this group, which is interested in setting up a regular exchange between educational departments of the broadcasting systems of Europe and the United States. Within the next few years, the flow of materials in this exchange is expected to be very significant, thanks to specific plans laid at a meeting a few months ago in Europe, at which the NAEB was represented by its Fulbright scholars to France and Italy.

USIA: The United States Information Agency

Thanks to patient efforts on the part of the NAEB, particularly its Network Manager, and a reorganization within the USIA, more progress was made during the past single year in cooperation with this group than had been achieved in several years preceding. The NAEB is now providing a considerable flow of programs to the USIA for broadcast around the world. Some of these are specially produced for this purpose. Others are regular series. We are gratified, as is the USIA, by the belief that these programs reflect greater credit on the U. S. than some of those which the USIA for various reasons was previously forced to use.

WRH: World Radio Handbook

In reply to our criticism of the inaccuracy with which American broadcasting generally, and educational broadcasting in particular, were presented in past issues of this world-wide publication, we were invited to write these sections for the WRH. The current issue now presents an accurate picture of these U. S. services, as prepared by the NAEB staff.

Not listed above are various other organizations and foundations, such as the Edison Foundation, various school building councils, planning associations, and other very special groups, with which we have sporadic relations or to which we have occasional representation. There are also a considerable number of organizations with whose objectives we do not care to associate ourselves, and various pressure groups with whom we courteously decline to have any type of interchange. Naturally, all possible assistance is regularly given the U. S. Office of Education and various cabinet, Senate, and Executive requests for information from the Federal Government.

Basically, although we do feel that a great deal of time is required by this type of organizational relations, we also feel that education must be a total and coordinated effort, and to that end provide assistance to responsible organizations with honorable objectives, whenever it lies within our power to do so, while still maintaining our regular services to our members.

INTERNATIONAL RELATIONS

In addition to the international contacts and activities referred to in other contexts in this report, NAEB international relations have grown also through other types of exchanges and activities. Approximately thirty NAEB member institutions have served as hosts to foreign scholars and government officials who have come to the U. S. during the past year to study educational broadcasting and school-of-the-air techniques. Approximately the same number of member stations have scholars or staff members abroad, many of whom have furnished, or are furnishing, materials and programs to the NAEB Network

or the Center, or both. The NAEB is often called upon as advisor in the planning and implementing of study tours for educational broadcasters on request from numerous independent and governmental agencies administering such exchanges.

One of the finest recognitions to come to the NAEB from abroad was the winning, for the United States for the first time, of the Prix Italia First Award for Original Radio Musical Composition in 1955. The winning entry was Henry Brant's Oratorio for Radio, entitled 'December.' This composition has during the past year been broadcast by the radio systems of most of the Western World, bringing new prestige to the U. S. generally. It is significant that this entry was from educational radio and the NAEB. An NAEB entry was also the winner of the First Award in the Documentary Class in 1956 in this same international competition with "Sounds of My City," by Tony Schwartz, which is a sound picture of the world's greatest city, New York. This documentary program is now available for sale in long-playing record form in the United States.

In addition to the fine programs we receive from member stations, from their regular productions and through ETRC grants-in-aid, our programs from foreign sources have increased through the continued efforts of the NAEB International Relations Committee. Presently, such foreign sources as the Canadian Broadcasting Corporation, The French Broadcasting System, The British Broadcasting Corporation, Radio Italiana, The Swedish Broadcasting System, Radio Austria and The Japanese Broadcasting System are represented in Network offerings.

As the first educationally-operated network in the world, the NAEB Radio Network has served as a model for operations in many parts of the United States and many foreign nations.

Other international relations aspects of NAEB activities are included under ORGANIZATIONAL RELATIONS and ACTIVITIES AND RECOGNITION.

FINANCIAL SUPPORT

Present support for the Association is provided by grants from the Ford Foundation, the W. K. Kellogg Foundation, by member dues, a small sum from the sale of publications and record albums, and (for radio) member-station network fees, which make the Association partly self-supporting.

Previous grantors include the Fund for Adult Education, the Rockefeller Foundation, and several others, as listed in the "Analysis of Grants Made to the NAEB," attached as Appendix B, which have provided support during the last eight years of the NAEB's thirty-two years of existence.

Progress towards self-support is outlined in the report, under COMMITTEE ACTIVITIES, of the Permanent Financing Committee.

In addition to support of the Association itself, which has been forthcoming during the past few years, as well as that which has been available to the ETRC, the JCET, and the American Council on Education's TV Committee, all of which strengthen our common effort, we should like to mention the gratifying support which many of our member stations have received and are continuing to receive from local industries, local commercial broadcasting stations, local foundations, and various other civic, educational, professional, and union organizations. Most of these gifts and grants have been for, or in the form of, capital grants. However, some have also begun to be forthcoming for program and staff support as well. We believe this bespeaks a growing recognition of the importance of the specifically educational uses of radio and television to which our efforts are devoted.

MEMBERSHIP

Membership gains for the past year were the largest achieved by the NAEB in any single year.

Progress in Network Membership is shown in tabular form in the NAEB RADIO NETWORK REPORT.

The status of current Active (operating stations), Associate (production centers), Affiliate (organizations active in the field but not qualifying for active or associate membership), and Individual Membership is shown in tabular form in Appendix A. Gains for the past year are as follows:

	<u>1955-56</u>	<u>1956-57</u>
Active	115	125
Associate	79	87
Affiliate	73*	51
Individual	---	over 500

* Included Individual Members

The increase in Individual members is due to absorption of the AERT membership. The decrease in affiliates is due to the transfer of individuals to the new individual member category in a reclassification of membership, effective this year. All members except Honorary and Individual are now institutions.

The Honorary Memberships remained at three: two former Federal Communications Commission Chairmen, whose efforts were in large part responsible for the allocation and preservation of frequencies in the spectrum for ETV and educational FM stations; and the former educational and public service

director of the NBC's Central Division, a pioneer in educational broadcasting and long-time friend of the NAEB and educational radio and television in general

We feel that the growing member-base of the NAEB is an indication of sound growth, which is attributable largely to the increased service provided to members, as outlined under MEMBER SERVICES earlier in this report. It is also due to the "proprietary" interest which members have in an association where officers, policies and services are determined by the members themselves giving them a real voice for educational broadcasting in both radio and television.

CONCLUSION

In its efforts to serve not only its own membership, but also the broader cause of educational uses of radio and television in the United States, we believe the NAEB has made many worthwhile contributions.

Many of the most important of these achievements would have been impossible without the confidence and generous support of the several Foundations and Funds, whose understanding is herewith most sincerely acknowledged. Thanks to this progress, which has sometimes been undramatic but fortunately has been continuous for many years, American education is far better prepared to meet many of its new problems than it otherwise would be.



Harry J. Skornia
Executive Director
June 28, 1957

HJS:jrl

APPENDIX A

ANALYSIS OF NAEB MEMBERSHIP

Summary of Membership as of June 1, 1957:

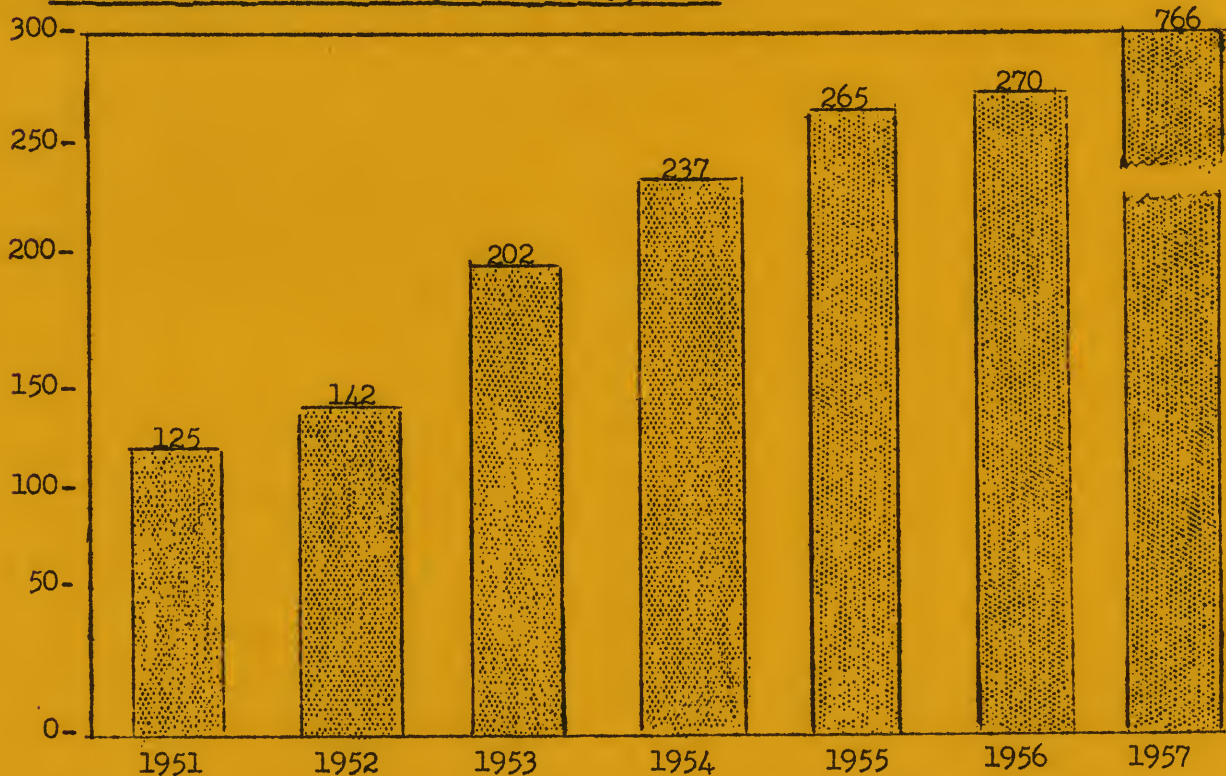
Active Members	125
Associate Members	87
Affiliate Members	51
Honorary Members	3
Individual Members (former AERT and new)	500
Total	<u>766</u>

Analysis of Facilities Operated by NAEB Members (Includes CP's):

Radio - AM Only	12
Radio - FM Only	86
Radio - AM & FM	6
TV Only	11
TV, AM & FM	4
TV & FM	6
Total Active Membership	<u>125</u> (1)

- (1) Due to operation of more than one station (radio and/or television) these 125 members operate, or have construction permits for, 157 stations.
- (2) NOTE: In October all AERT members in good standing became individual members of the NAEB. At the same time all individuals who held affiliate memberships were changed to individual members, the affiliate category now including only organizations.

Growth of NAEB Membership since July, 1951:



Membership figures are as of July 1 of each year indicated, except 1957.

APPENDIX B

ANALYSIS OF GRANTS MADE TO THE NAEB (Since circa January 1, 1951)

GRANTS FROM THE W. K. KELLOGG FOUNDATION

Original Five-Year Grant (1951) - \$245,350.00

	Capital Outlay Non-Recurring	Network	Headquarters	Total
1951-52	\$19,350.00	\$21,500.00	\$34,000.00	\$74,850.00
1952-53		16,500.00	34,000.00	50,500.00
1953-54		11,500.00	34,000.00	45,500.00
1954-55		6,500.00	34,000.00	40,500.00
1955-56			34,000.00	34,000.00
TOTALS	\$19,350.00	\$56,000.00	\$170,000.00	\$245,350.00

Subsequent Grant, February 4, 1954 For:

Network equipment, travel funds, Associate
Director, Tapes
TOTAL

\$32,000.00

Additional Grant, January 24, 1955 For:

Associate Director (1955-56)
TOTAL

\$ 8,743.00

Current (3-year) Grant, 1956-1959, For:

Headquarters office expense, salaries
TOTAL

\$141,000.00

Combined Kellogg Grants

1951-52	\$19,350.00	\$21,500.00	\$34,000.00	\$74,850.00
1952-53		16,500.00	34,000.00	50,500.00
1953-54	15,000.00	11,500.00	41,000.00	67,500.00
1954-55		6,500.00	44,000.00	50,500.00
1955-56			42,743.00	42,743.00
1956-59			141,000.00	141,000.00
TOTALS	\$34,350.00	\$56,000.00	\$336,743.00	\$427,093.00

GRANTS FROM THE FUND FOR ADULT EDUCATION

Programming*

Grant to Mr. Ralph Lowell (as trustee) for the NAEB for production of outstanding radio programs (1951-52)		\$450,000.00
**Grants-in-Aid (to be awarded to educational stations to aid in production of outstanding programs)		
1952 (Radio & TV)	\$80,000.00	
1953 (Radio & TV)	<u>80,000.00</u>	160,000.00
Total		<u>\$610,000.00</u>

*Funds for these programs, all of which won national and international prestige for the Kellogg-supported NAEB Network, were secured on a project basis which enabled educational radio to win new support and respect, redounding to the credit of both organizations.

**Subsequent to 1953 funds for Grants-in-Aid have been received from the ETRC.

TV Monitoring Studies

1951-52	\$28,000.00
1953	12,500.00
1954	<u>12,500.00</u>
Total	<u>\$53,000.00</u>

Professional Advancement

NAEB ETV Production Workshops		
1953	\$12,000.00	
1954	12,000.00	
1955	<u>12,000.00</u>	\$36,000.00
NAEB ETV Engineering Workshops		
1954	\$ 8,000.00	
1955	<u>8,000.00</u>	16,000.00
NAEB ETV Scholarships/Fellowships		
1954	\$ 6,300.00	
1955	<u>6,300.00</u>	12,600.00
NAEB ETV Management Seminar (1953)		5,000.00
Total		<u>\$69,600.00</u>

Professional Services

NAEB ETV Engineering Service		
1954-55	\$30,000.00	
1955-56	<u>30,000.00</u>	\$60,000.00
NAEB ETV & Radio Placement Service		
1954-55	\$ 7,000.00	
1955-56	<u>8,500.00</u>	15,500.00
NAEB Management Relations Service		
1954-55	\$ 7,000.00	
1955-56	<u>7,000.00</u>	14,000.00
NAEB Consultant Teams		7,500.00
Total		<u>\$97,000.00</u>

Miscellaneous

Lincoln Lodge TV Seminar (1953)	\$10,000.00
*Study Grant to NAEB Executive Director, Harry J. Skornia (1953)	956.00
TOTAL	<u>\$10,956.00</u>

*To enable the new Executive Director to familiarize himself with the personnel and operations at NAEB member stations throughout the country after a two year absence from the United States.

FAE GRANTS ADMINISTERED BY THE NAEB

Pacifica Foundation (1953)	\$30,000.00
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FAE SUMMARY

Programming	\$610,000.00
TV Monitoring Studies	53,000.00
Professional Advancement	69,600.00
Professional Services	97,000.00
Miscellaneous	10,956.00
Grants Administered by the NAEB	<u>30,000.00</u>
TOTAL	<u>\$870,556.00</u>

OTHER GRANTSEdward L. Bernays Foundation (1953)

N. Y. Educational Institute of the Air	-
TOTAL	\$ 2,509.64

Anonymous Donor (1953)

Chicago Radio Project (Literature Series)	
TOTAL	\$ 5,000.00

Rockefeller Foundation (1954)*

Poetry Project	
TOTAL	\$ 9,970.00
GRAND TOTAL	<u>\$17,479.64</u>

*This does not include the first two grants from the Rockefeller Foundation to the NAEB through the University of Illinois. These grants, in the amount of \$6,380.00 and \$7,700.00 respectively, made possible what education and educational broadcasters now refer to as the First and Second Allerton Seminars, held in 1949 and 1950, respectively.

NAEB AD HOC (JCET) COMMITTEE

Funds raised by the NAEB Ad Hoc Committee to finance activities on behalf of educational television before the JCET was formally constituted.

Through services of Oram & Rich	\$25,678.59
From the Whitney Fund	1,850.00
From the Old Dominion Fund	<u>5,000.00</u>
TOTAL	<u>\$32,528.59</u>

FORD FOUNDATION GRANT 1956-57 FISCAL YEAR

Engineering Services	\$30,000.00
Management Consultant Services	5,000.00
Workshops and Seminars	16,000.00
Placement Service	7,000.00
Fellowships and Scholarships	6,000.00
Workshop Grants-in-Aid	18,000.00
ETV Station Consultant Service	10,000.00
Editorial Publications Study	2,000.00
TOTAL	<u>\$94,000.00</u>

RECAPITULATION OF ALL GRANTS & FUNDS RAISED

W. K. Kellogg Foundation	\$427,093.00
Fund for Adult Education	870,556.00
Other Grants	17,479.64
NAEB Ad Hoc Committee	32,528.59
Ford Foundation Grant 1956-57	94,000.00
TOTAL	<u>\$1,441,657.23</u>

Not included are Grants-in-Aid from the Educational Television and Radio Center to NAEB member-stations for radio program upgrading since from 1954 on these were handled directly from the Center with the stations; however, the NAEB handled publicizing, selection and recommendation, and distribution. This has so far amounted to \$42,000.00 per year (\$126,000.00).

During early 1957 a three year program of Grants from Ford Foundation funds, through the ETRC, on the same basis, was announced which will make \$300,000.00 available for NAEB Radio Network Programs.

Appendix C

NATIONAL ORGANIZATIONS PRIMARILY CONCERNED WITH EDUCATIONAL BROADCASTING, SHOWING THE ROLES OF EACH

	NAEB	ETRC	JCET	ACE-TV
Counsel-Legal	RT		T	
Counsel-Engineering	RT		T	
Counsel-Management	RT			
Consultation Services to Stations (Various)	RT			
Publications-Periodicals	RT	T		T
Publications-General Information	RT	T	T	T
Fellowships/Scholarships	RT			
Seminars/Workshops	RT			T
National Promotion	RT	T (1)		
Research	RT	T (2)		
Placement (employment) Service	RT			
International Activities	RT	T (2)		
Programs Distributed (operates network)	R	T		
Programs-Adult	R	T		
Programs-Children-out-of-school	R	T		
Programs-Children-in-school	R			
Program Planning	RT (3)	T		
Program Production	RT (3)	RT (4)		
Permanent Membership-base	RT (5)			
Public Inquiries Answered	RT (6)	T	T	T

CODE: NAEB --- National Association of Educational Broadcasters
 ETRC --- Educational Television and Radio Center
 JCET --- Joint Council on Educational Television
 ACE-TV --- American Council on Education, Television Committee
 AERT --- Association for Education by Radio and Television (now taken over by NAEB)
 NCCET --- National Citizens Committee for ETV (now discontinued as service office)

 RT --- Both Radio and Television
 R --- Radio only
 T --- Television only

FOOTNOTES:

- (1) Former NCCET function as national publicity office for ETV.
- (2) Program area only.
- (3) The NAEB's principal activities in program planning and production in TV are in the form of seminars, workshops, research, publications and local station assistance; it does not as an association produce or distribute TV programs.
- (4) Funds from the Ford Foundation for Radio Program Production Grants are made through the ETRC, upon recommendation of the NAEB.
- (5) Includes individual memberships--formerly AERT.
- (6) Cross referral is used between the organizations listed.

APPENDIX D

NAEB PROGRAM CLASSIFICATION from 1951 to June 30, 1957

<u>Series</u>	<u>Title</u>	<u>Source</u>	<u>Total Time</u>
Literature and Arts			
VII	BBC World Theatre	BBC	52:00
IX	Reader's Almanac	WNYC	5:00
51-13	Masterworks Story	WCAL	6:30
51-15	Bligh of the Bounty	BBC	4:00
51-27	Pride and Prejudice	BBC	6:00
52-7	Invitation to Read	KWAX**	6:30
52-8	The Canterbury Tales	BBC	8:15
52-21	The Bard of Avon	WILL**	6:30
52-27	Books and Coffee	WBAA**	3:00
52-34	Treasure Island	KPFA	8:30
51-A	1951 Payne Award Play	Payne Comm.	:30
53-6	Old Books: Old Friends	WGBH**	13:00
53-14	Drama of Poetry	WHA**	13:00
53-17	Treasures off the Shelf	WUOM**	6:30
53-20	Great Writers of France, Hugo	French Broad. System	3:30
53-21	Great Writers of France, Balzac	French Broad. System	3:00
53-34	New French Writers	French Broad. System	3:30
53-27	Comedy Francaise	French Broad. System	78:00
53-39	Popular Arts in America	WUOM**	11:00
54-4	Folklore of Indiana*	WFIU**	3:15
54-5	The French Theatre	French Broad. System	19:30
54-13	In the American Vein	WUOM**	6:30
54-16	Great French Poets	French Broad. System	9:00
54-17	This I Like	WBUR**	8:00
54-20	Kidnapped	KPFA	16:00
54:24	University Artists	WUOM**	1:00
54-32	Robin Hood	KPFA	10:30
54-33	On Stage	WNYE**	3:15
54-39	Great Books of Asia	KPFA	6:00
55-2	An Actor Presents	French Broad. System	13:00
55-7	What is Modern Poetry*	Univ. of Chicago	2:00
55-9	New England Anthology*	Univ. of Massachusetts	4:30
55-12	The Egoist in Tragedy*	Univ. of Chicago	2:30
55-19	American Tradition in Art	Artist Equity Assoc.	3:45
55-15	Curtain Going Up	WKAR**	3:45
55-28	Mind of the Writer	WHA**	3:00
56-23	Art in a Changing America	WILL**	6:30
56-25	Homage to Poets	WUOM**	6:30
56-28	The Man of Property	BBC	5:30
56-27	Jacobean Theatre	BBC	3:30
56-33	Love Scenes of Long Ago	BBC	3:00
56-31	Great French Painters	French Broad. System	6:30
56-36	Curtain Going Up II	WKAR**	6:45

<u>Series</u>	<u>Title</u>	<u>Source</u>	<u>Total Time</u>
52-18	The Virginians	BBC	8:15
56-43	Variations on a Theatre Theme	Univ. of Texas	3:15
56-50	Listen, America*	WUNC**	6:30
57-6	America On Stage*	WHA**	6:30
57-9	Reith Lectures	BBC	3:30
57-11	Music Now-and-Then	WFMT	12:00
57-14	American Idiom	WUOM**	3:00
57-10B	French Theatre	French Broad. System	9:45
56-6	They Bent Our Ear*	WGBH**	6:30
57-19	Success in the Arts*	U. of Illinois (Chicago Division)	6:30
57-20	Books in the Making	U. of Chicago	6:30
57-22	As Others Read Us*	Literary Society, U. of Massachusetts	8:00
57-27	Famous Characters of French Fiction	French Broad. System	6:30
57-25B	The Curtain Rises	French Broad. System	13:00
Total hours			490:00

Health and Medicine

I	We Human Beings	Lowell Institute	3:30
51-24	Mental Health	KUOM**	3:30
	This is Polio	WOSU**	1:00
	Salk Polio Vaccine	WUOM**	1:00
53-15	Our Search for Mental Health	Cooper Union	21:00
56-12	The Child Beyond*	Univ. of Texas	6:30
Total Hours			39:30

Children's Programs

53-1	Stories n' Stuff	WILL**	88:00
53-7	The Children's Circle	WGBH**	45:30
51-10	Stories n' Stuff	WILL**	32:30
57-1	Carnival of Books	NBC	3:15
Total Hours			169:15

Music

IV	U. S. Army Band	WNYC- Freedom Rings Comm.	7:00
V	Music for the Connoisseur	WNYC	78:00
VI	Canadian Concerts	CBC	3:00
51-11	Univ. Of Illinois Festival Concert	WILL**	13:00
51-16	Army Band Concerts	WNYC, WUOM** Freedom Rings Comm.	13:00
51-1	Los Angeles County Museum Chamber Music Concerts	KUSC	16:15
51-19	Bach Memorial Concerts	WHA**	6:30
51-26	University Concerts	WUOM-WILL**	13:00

<u>Series</u>	<u>Title</u>	<u>Source</u>	<u>Total Time</u>
52-16	Music for the Voice	KWLC**	3:15
52-26	Alabama String Quartet	WUOA**	5:00
52-32	Music of the Baroque	WGBH**	8:00
53-4	The Musician Comments	WUOM**	5:15
53-10	Folksongs and Footnotes	WBUR**	6:30
53-16	Little Orchestra Society	WNYC	16:00
53-19	Contemporary French Music	French Broad. System	13:00
53-20	America's Composers	Eastman School of Music	6:30
53-37	French Music Festival	French Broad. System	10:00
54-6	19th Century Italian Music	Radio Italiana	6:15
54-14	Great French Composers	French Broad. System	9:00
54-18	Little Orchestra Society Concerts	Little Orchestra Society	16:00
54-19	Ancient and Modern French Music	French Broad. System	7:00
54-26	Fingerprints in Music	WUOM**	6:30
54-25	France and Music of the West	French Broad. System	13:00
54-27	Here is Spencer Snow	WKAX	3:15
54-38	Music Round the World	UNESCO	3:00
54-40	White Keys and Black	French Broad. System	13:00
55-3	From Franck to Francais	French Broad. System	13:00
55-5	Poetry in Song	Mitchell	3:15
55-12	France Sings Her Story	French Broad. System	7:30
55-17	A Box at the Paris Opera	French Broad. System	15:00
55-18	Randolph Singers	David Randolph	5:15
55-22	Organ Music of the Centuries*	Alabama College	10:30
55-23	Little Orchestra Society Concerts	Little Orchestra Society	16:00
55-26	Wandering Ballad Singer	KVSC	3:15
55-27	Purdue Band of the Air	WBAA**	1:30
55-31	Negro Spiritual	KPFA	2:30
55:32	Evolution of Jazz	WGBH**	4:00
56-24	Roots of Jazz	WOI**	13:00
56-21	Choral Concerts	KPFA	3:00
56-30	Childrens Concerts	Little Orchestra Society	6:00
56-32	Little Orchestra Society Concerts	Little Orchestra Society	16:00
	December	NAEB Prix Italia	:30
56-38	Mozart	Austrian Info. Service	:30
56-41	King David Cantata	Tosa Recording Co.	1:15
56-45	Poetry in Song II	Hobart Mitchell	3:15
56-46	The Organ Room	WUOA**	6:30
56-47	Lipscomb Chapel Singing	David Lipscomb College	6:30
56-52	Debussy the Master	French Broad. System	13:00
56-55	Sounds in your Ears	WUOM**	3:30
56-56	Southeastern Composers Forum	WUOA**	1:00
56-8	Music in the Making*	Millikin University	6:30
57-23	Little Orchestra Society Concerts	Little Orchestra Society	15:30
57-31	Contemporary French Composers	French Broad. System	13:00
Total Hours			413:00

<u>Series</u>	<u>Title</u>	<u>Source</u>	<u>Total Time</u>
Science			
51-29	Living in an Atomic Age	Bertrand Russell-BBC	1:30
51-5	The Nature of the Universe	BBC	4:00
51-6	Atomic Energy	WLS	2:45
54-42	The Universe	Cooper Union	6:45
55-20	Astronomy for the Layman*	KPFA	3:00
57-3 (B)	Meteorology	U.S. Air Force	3:15
56-7	New World of Atomic Energy*	WUOA**	5:00
Total Hours			26:15
Public Affairs and News			
51-9	The People Act	20th Century Fund	6:30
51-14	America and the World	Colgate U, Denver U.	6:30
51-2	America in Crisis	Cooper Union	9:00
51-23	America and the World	U. of Denver	6:30
52-6	Journeys Behind the News	U. of Denver	3:00
52-2	United We Stand	Cooper Union	11:00
52-9	Freshman Forum	WHA**	13:00
52-30	Chicago Roundtable	U. of Chicago	6:30
B	Herald Tribune Forum	WNYC	29:00
C	4th Annual Conference of Business- men and Educators	WNYC	
	This is Your Red Cross		:15
	On the French Elections	Lawrence Creshkoff	:25
51-B	New Republic TV Panel	WNYC	:30
	Fire Prevention Show		:30
	U. S. Chamber of Commerce	USCC	1:15
	On the Death of Stalin	WGBH**	2:30
	Personal Freedom and National Security	WMCR**	1:00
53-2	Chicago Roundtable	U. of Chicago	59:30
53-11	Report from Europe	WBAA**	6:30
53-13	The People Talk Back	NAEB-FAE	6:00
53-22	Foreign Policy	U. of Chicago, BBC	3:15
54-21	Air Training	Air Training Command	13:00
54-30	Window on the World	British Info. Services	3:00
54-31	Foreign Policy Without Fear	Cooper Union	9:00
54-34	Journeys Behind the News	U. of Denver	3:15
54-37	Schools Today	WNYC	7:00
55-4	Contemporary Trends	Cooper Union	12:00
55-25	Report on Europe	WBAA**	3:15
55-37	French Press Review	French Broad. System	10:00
55-36	Over the Back Fence	CBC	10:00
56-26	National Farm Institute	WOI**	8:40
56-35	Colgate Conference	WNYC	8:00
56-51	Georgetown University Forum	Georgetown University	13:00

<u>Series</u>	<u>Title</u>	<u>Source</u>	<u>Total Time</u>
56-54	Windown on the World	British Infor. Services	5:30
56-42	Chalkdust	WSUI**	3:15
57-2	Dateline Europe	WNAD**	3:15
57-8	Politics in the 20th Century*	San Bernadino College	2:00
57-17	Perkins Lectures	FAE	2:15
57-30	Foreign Affairs	Cooper Union	5:00
Total Hours			294:10

International

51-12	International Visitor	WOSU**	9:15
51-30	A Trip Through Switzerland	U. of Berne	9:15
52-37	Voices of Europe*	NAEB	33:30
53-25	Programs from UNESCO	UNESCO	4:15
54-9	Asia Reports	Comm. for Free Asia	22:00
54-11	Letters from Italy	Graham Hovey	19:00
54-7	French Academy Talks	French Broad. System	3:00
54-23	Africa	KPFA	2:00
54-28	Toward A More Friendly World	American Friends	3:15
54-41	Aspects of French Life	French Broad. System	2:30
54-35	African Adventure	Vicki Corey	7:30
55-14	Britain and the Tide of World Affairs	BBC	6:00
55-24	Understanding other Cultures	Am. Council of Learned Soc.	4:00
56-22	Great Women of France	French Broad. System	6:30
55-21	Other People's Business	WQXR	7:30
56-37	Letter from Asia	WNYC	1:15
56-49	The Seventh Continent	WBBM	6:30
56-53	Report from Japan	John Lerch	3:30
57-5	A Man in Africa	WOI**	3:15
57-7	Voices of Europe*	Milton Mayer-U. of Chgo.	6:30
57-12	First Impressions	WKAR**	2:45
57-16B	Halls of French Culture	French Broad. System	2:30
56-13	Tales of the Valiant*	WUOM**	6:30
57-26	Voices of Asia	WNYE**	3:15
57-29	Introducing Madame	French Broad. System	9:45
Total Hours			174:05

Sociology, Psychology, Philosophy

III	Great Themes in a Great Hall	Cooper Union	12:00
VIII	The Human Adventure	U. of Chicago	8:30
X	Ideas and Their Communication	Cooper Union	10:00
51-4	Women	Cooper Union	12:00
51-22	Fear and Anxiety	Cooper Union	11:00
51-28	Living in an Atomic Age	WILL**	6:30
52-13	Security Begins at Home	Federal Security Agency	6:30
52-25	The Male of the Species	Cooper Union	12:00
52-33	Political Dreams	WUOM**	5:00
	War Without End		:30

<u>Series</u>	<u>Title</u>	<u>Source</u>	<u>Total Time</u>
52-38	People Under Communism	NAEB-FAE	13:00
52-39	Ways of Mankind	NAEB-FAE	6:30
53-3	Modern Views of Man and Society	WUOM**	8:00
53-5	Humanities Lectures	WGBH**	13:00
53-9	Way Beyond the West	KPFA	4:40
53-12	Window in the Ivory Tower	KWAX**	6:30
53-36	Ways of Mankind II	NAEB_FAE	6:30
53-38	Payne Communication Awards	WILL**	4:00
53-40	Kenyon College Talks	Kenyon College	2:00
54-8	The American Language*	U. of Chicago	2:15
54-2	New England Renaissance*	WBUR**	6:30
54-12	American Adventure*	WUNC**	6:30
54-22	Man's Right to Knowledge	Columbia University	6:00
54-29	American Ideals	WUOT**	3:15
55-8	Reason and Discontent	ETRC	3:00
55-13	Intellectual Adventure of Ancient Man*	U. of Chicago	45
55-6	How's the Family*	WSUI**	6:30
55-29	Morals and Politics	Cooper Union	5:30
56-18	Patterns of Thought	U. of Utah	10:00
56-20	The Urban Frontier*	San Bernadino College	5:00
56-39	Child Development	WILL**	13:30
56-40	2000 AD	Cooper Union	19:00
56-44	Messages and Men	WUOM**	3:15
56-48	The People Take the Lead	Am. Jewish Comm.	2:00
56-57	The Fourth "R"	WOI**	:30
55-33	Great Lakes: Pathway to Progress*	WKAR**	6:30
55-35	American Adventure II*	WUNC**	6:30
56-5	Our Unfinished Business*	WOSU**	6:30
57-24B	Patterns of Culture: Contributions of the American Negro	WUOM**	9:30
57-21	Scrolls From the Dead Sea*	WHA**	6:30
Total Hours			277:10

Gerontology

II	A Long Life	Lowell Institute	5:00
51-28	Aging Successfully	WILL**	1:30
53-18	Learning in Later Years	WKAR**	3:15
53-24	Aging Successfully	WILL**	6:30
56-19	Aging in Europe	WUOM**	4:15
Total Hours			20:30

<u>Series</u>	<u>Title</u>	<u>Source</u>	<u>Total Time</u>
U.S. Government and History			
52-23	Jeffersonian Heritage	NAEB	6:30
52-35	American Folkways	WMUB	6:30
53-8	Cry of Warning	WKAR**	6:30
54-1	Patrioscript*	Grinnell College	3:15
54-3	They Fought Alone*	WUOM**	6:30
54-13	Document: Deep South*	WUOA**	8:00
55-2	They Showed the Way	French Broad. System	9:45
55-11	Some American Worthies*	U. of Chicago	3:20
56-29	American Government	WILL**	6:30
57-13	The Speranza Lectures	Columbia U. - WNYC	2:00
57-4(B)	To Make Men Free	WUOM**	3:15
57-18	Your Rights Are on Trial*	KUQM**	6:30
57-28	Foreign Policy of Woodrow Wilson	WFIU**	4:00
Total Hours			62:35

Education

51-20	Time for Planting	WLW	6:30
52-14	Looking Ahead in Education	Cooper Union	14:00
52-24	Institute for Education	WOSU**	6:30
52-31	15 Steps	WOI**	3:15
53-23	Learning for Life	WILL**	6:30
54-10	Torchbearers	Am. Found. for Blind	3:15
55-10	Hazards to Education*	U. of Chicago	3:20
57-15	Search for Truth and Unity	Cooper Union	6:00
Total Hours			43:20

* -- Grant-in-Aid Series

** --NAEB Radio Network Member

APPENDIX E

INTERNATIONAL ACTIVITIES OF THE NAEB (HIGHLIGHTS)

July 1, 1956 - June 30, 1957

NAEB is a member of the Université Radiophonique Internationale, European Broadcasting Union, and Prix Italia.

NAEB International Relations Committee Chairman, Seymour Siegel, elected President of 21-nation (European) Prix Italia Conference and Exhibition.

NAEB Entry, for second successive year, wins million-lire Prix Italiana First Award at Prix Italia Conference.

NAEB provides jurors for all categories for which NAEB entries not submitted, for above.

NAEB-selected Fulbright Scholars to France (Keith Engar) and Italy (Bernard Buck) devote energies to new exchange series between Radiodiffusion-Télévisio Française and Radio Italiana with NAEB.

Thirty NAEB member institutions serve as hosts to foreign scholar broadcasters studying U. S. educational broadcasting.

NAEB Executive Director (Harry Skornia), former president (Frank Schooley) and others serve on Advisory Committee to Fulbright Commission for broadcast personnel.

Exchanges of publications and programs with broadcast systems of England, France, Italy, Japan, Australia, Sweden, Austria, Canada, and other nations.

Research exchange maintained with Western European broadcast systems and UNESCO. Much of this and U. S. ETV Research distributed world-wide by NAEB ETV Research Fact Sheets.

NAEB Executive Director assisted in the selection of U. S. representatives to two UNESCO International Conferences (Journalism; and Effects of Mass Media on Children).

NAEB Executive Director named to U. S. National Commission for UNESCO.

French Radio's Madame Magdeleine Paz addressed NAEB 1957 convention.

Various NAEB members visited radio and TV stations in nations of Europe, South America and far east.

Executive Director addressed Canadian Provincial Adult Education Conference on Radio and TV in Saskatchewan, February, 1957. Scheduled also for lectures for Board of National Missions of Presbyterian Church in Alaska, August, 1957.

NAEB represented at International Music Council Conference by Broadcast Fulbright scholars, NAEB members Engar (France) and Buck (Italy). New intensified exchange planned, as a result.

NAEB articles carried, and research quoted, in:

Rundfunk und Fernsehen (Hamburg, Germany)

RAI Journal (Rome, Italy)

World Radio Handbook (Hellerup, Denmark)

European Broadcasting Union Bulletin (Geneva, Switzerland)

and various other publications in France, England, Germany, Austria, Switzerland, Japan, Sweden, Korea, Czechoslovakia, Yugoslavia and Canada.

NAEB Former President Schooley, TV Engineer Cecil S. Bidlack and others served as consultants to Ford Foundation for an International Project.

Mr. Schooley (see above) serves as a member of People-to-People broadcast project (with Presidents of Commercial Networks, NARTB, etc.).

Voices of Europe, and a series on the Dead Sea Scrolls commissioned and carried exclusively by the NAEB Radio Network. The Network also carried such member-produced series as Report From Japan, Letter From Asia, and Voices of Asia.

NAEB President Burton Paulu's book: British Broadcasting, published during the year, and favorably reviewed.

NAEB providing series for U. S. Information Agency use abroad.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



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